UC **SANTA BARBARA**

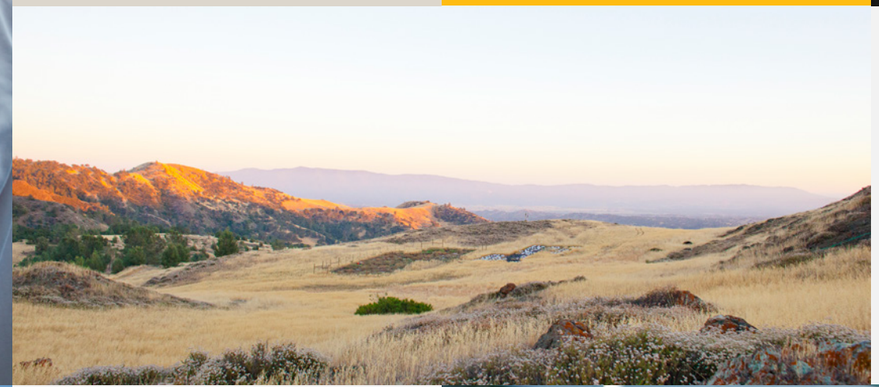
Identity Guidelines

Updated June 2018

UC Santa Barbara offers a dynamic environment that combines academic inquiry with social intelligence to inspire scholarly ambition, creativity, and discoveries with wide-ranging impact.

Our campus identity carries this message, allowing us to channel the academically rich and socially rewarding experience of UC Santa Barbara. The guidelines that follow introduce a set of elements that capture the way to visually express everything we represent. Used consistently, it is a platform to engage and inspire.

UNIVERSITY
OF
CALIFORNIA



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Strengthening the visibility of UC Santa Barbara is vital to our future.

When we pair a strong logo system with a rich palette of color, type, and imagery, we form the basis of the UC Santa Barbara identity system. They are tools for storytelling that build strong emotional connections to UCSB and invite immediate associations to our school and everything we collectively represent.

This guide was designed to help tell the UC Santa Barbara story in a consistent, compelling way. Every encounter with UCSB – whether in person, online, or through our services – is an opportunity to share our story. Adhering to these guidelines is essential for presenting the face of our institution with a unified and distinctly UCSB voice.

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UC Santa Barbara is much more than a beautiful campus in a stunning location. We are a dynamic environment where the land meets the sea, where brilliant minds meet each other, and where academic excellence pairs with social intelligence to spark creativity and discovery.

We thrive on the vital exchange of ideas and experiences across our campus. It is only fitting that we have the tools to capture the spirit of our dynamic environment with consistency and character wherever we can. To that end, we have developed a visual system to better reflect the real UC Santa Barbara across everything we do.

The purpose of this identity system is to help us tell our unique story. Please use these guidelines to inform how you communicate to important audiences on behalf of our university.

The identity system within these guidelines is based on characteristics of our campus story that not only set us apart, but contribute to rewarding experiences for our students, faculty, staff, and alumni:

Inspirational environment.

There is a vibrancy and energy on campus that comes from our natural, cultural, and intellectual environment. It inspires great thinking and collaboration.

Academically rich and socially rewarding experience.

The abundance of opportunities to work together, learn together, and play together result in high quality scholarship and a thriving and inclusive community.

Excellence across broad fields of study.

Our dynamic environment has enabled us to achieve our status as a highly ranked, well respected university, and we continue to excel.

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Section 02
Visual System

Campus Logos
Overview

There are two logos that represent UC Santa Barbara: Our primary wordmark and secondary tab. They are an expression of our personality and a distillation of all the experiences that make UCSB unique.

The included variations of the UC Santa Barbara logos share many common elements and each one is designed with specific applications in mind. Treat them with respect and use them in accordance with these guidelines.

PRIMARY WORDMARK

UC **SANTA BARBARA**

SECONDARY TAB

UCSB

UC **SANTA BARBARA**

UCSB

UC **SANTA BARBARA**

UCSB

Campus Logos
Primary Wordmark
UC Santa Barbara

The UC Santa Barbara wordmark is the primary logo and should be used on applications intended for broader external or internal audiences when formally communicating the full name and destination “Santa Barbara” is important. A similar consideration should be taken in written text: At first mention, always use UC Santa Barbara followed by UCSB.

Navy Wordmark

Reverse Wordmark

Campus Logos
Primary Wordmark
Color Versions, Backgrounds

Navy is the preferred color for the primary wordmark. When using the navy wordmark, white is the preferred background color. As a general rule, avoid placing the navy wordmark on colored backgrounds. Where applicable, the navy wordmark may be placed on our core gold color (as specified in our color palette on pg 47).

The black version of the wordmark is available for black and white or grayscale designs. When using the black version, white is the preferred background color. Avoid placing this version on colored backgrounds to ensure adequate contrast and legibility.

Use the reversed (white) version when placing the wordmark over navy, dark, or image backgrounds. Be sure there is adequate contrast between the wordmark and the background to ensure legibility.

Navy Wordmark

UC **SANTA BARBARA**

Black Wordmark

UC **SANTA BARBARA**

Reverse Wordmark Color Background

UC **SANTA BARBARA**

Reverse Wordmark Image Background

Campus Logos

Primary Wordmark
Clear Space, Minimum Size, Relative Size and Placement

Clear Space
Providing the right amount of clear space around the primary wordmark makes it easier to distinguish and reinforces the importance of the UC Santa Barbara identity. The required amount of clear space to ensure maximum visibility and legibility is determined by the width of the "U" in UC.

Minimum Size
The primary wordmark is optimized for all applications. It is designed to scale and function at small sizes for print and digital and large sizes for outdoor environments. To ensure legibility and reproduction, adhere to the minimum sizing requirements outlined below.

Relative Size and Placement
The size and location of the primary wordmark in layouts is important for recognition, especially when seen multiple times across various touchpoints. A consistent approach to logo placement helps create stronger recognition over time. The exhibits below show relative sizing standards and preferred placement.

CLEAR SPACE

X = WIDTH OF "U"

MINIMUM SIZE

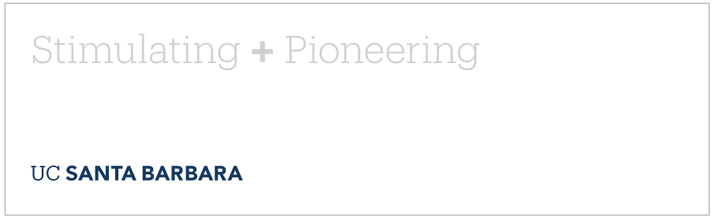
UC **SANTA BARBARA**

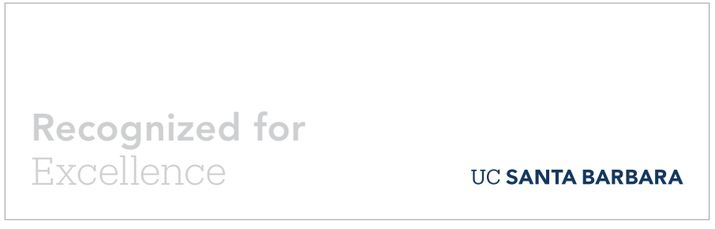
MINIMUM PRINT SIZE: 1.25" WIDE (31.75 MM)
MINIMUM SCREEN SIZE: 120 PIXELS WIDE

RELATIVE SIZE AND PLACEMENT

X = APPLICATION WIDTH

UC SANTA BARBARA
Energy efficiency is the world's best hope for beating climate change.
It starts with being smarter about how we use energy.





Campus Logos
Primary Wordmark
Incorrect Usage

The impact of our logo is dependent on proper, consistent use. Any changes to the shape and color of the UC Santa Barbara primary wordmark will change or diminish the important values, ideas, and meanings with which it is associated. Logos are, among other things, symbols of reputation—alter them, and they can subtly shift perceptions of the institutions they stand for. For this reason, strict adherence to the correct usage and implementation is critical. Below are some examples of incorrect usage.

DO NOT ROTATE WORDMARK

UC SANTA BARBARA

DO NOT DECONSTRUCT WORDMARK

UC SANTA BARBARA

DO NOT STRETCH WORDMARK

UC SANTA BARBARA

DO NOT CHANGE SIZE RELATIONSHIP

UC SANTA BARBARA

DO NOT STACK WORDMARK

UC
SANTA
BARBARA

DO NOT FILL WORDMARK WITH AN IMAGE

UC SANTA BARBARA

DO NOT APPLY GRADIENTS TO WORDMARK

UC SANTA BARBARA

DO NOT APPLY NEW COLORS TO WORDMARK

UC SANTA BARBARA

DO NOT OUTLINE WORDMARK

UC SANTA BARBARA

DO NOT USE WORDMARK WHEN TYPESETTING

Bring your friends to
UC **SANTA BARBARA**
events and gatherings.

Campus Logos
Primary Wordmark Logo File Formats

The UC Santa Barbara primary wordmark is provided in two colors and several file formats. These assets were created with color builds and formats specific to their media. The native files should not be altered, recolored, scaled disproportionately, or modified in any way.

The chart below details the file format best suited for each use case. For presentations and on-screen digital applications, RGB versions are available. EPS vector formats should be used when assets need to be scaled up or down. PNG bitmap is a fixed resolution asset reserved for presentations, web, and digital applications. PNG formats have transparent backgrounds and cannot be scaled up.

Four-color process CMYK (Cyan, Magenta, Yellow, and Black) and PMS (Pantone Matching System) assets are available in EPS vector formats and should be used for print applications only. For signage, PMS assets are preferred.

		EPS – Vector	PNG – Bitmap
Print For print, signage, etc.	Black CMYK	•	
	Navy CMYK, PMS	•	
	Reversed CMYK	•	
On-Screen For websites, presentations, etc.	Black RGB, 72dpi, 1000px	•	•
	Navy RGB, 72dpi, 1000px	•	•
	Reversed RGB, 72dpi, 1000px	•	•

Campus Logos
Secondary Tab
UCSB

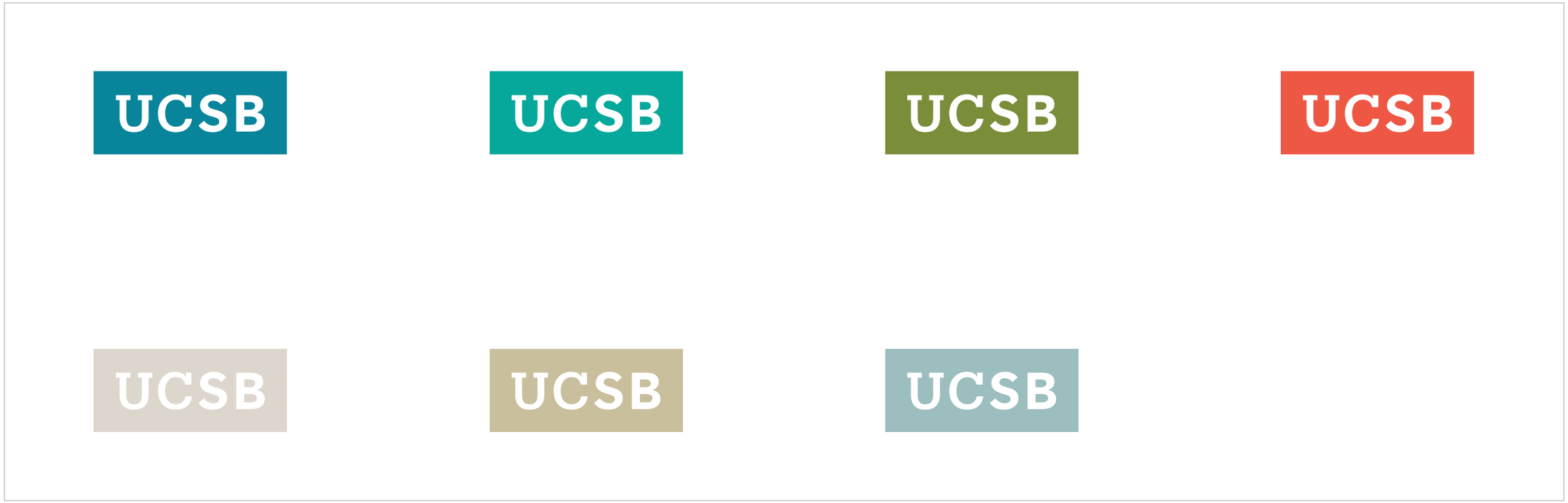
The secondary tab logo can be used on applications intended for local or internal audiences where there is a known association between UCSB and UC Santa Barbara. Each element of the tab has been specifically placed, sized, and rendered. The tab should never be modified or redrawn in any way.

Campus Logos
Secondary Tab Color Versions

The secondary tab is available in select colors from our color palette. The use of the tab in color broadens our expression and adds vibrancy to our identity. Use the tab in the primary colors, navy or gold, to reinforce our University of California pride, or introduce our location-inspired secondary colors to add vibrancy.

Primary Colors

Secondary Colors



Campus Logos
Secondary Tab
Color Versions, Backgrounds

The secondary tab is available in all colors shown below with UCSB set in white or transparent which allows the photography to come through in the tab.

It is also available in reverse (white) versions with UCSB in navy or transparent. Be sure there is adequate contrast between the tab and the background to ensure legibility.

Solid Type

Transparent Type

Campus Logos
Secondary Tab
Clear Space, Minimum Size, Relative Size and Placement

Clear Space
Providing the right amount of clear space around the secondary tab makes it easier to distinguish visually and reinforces the importance of the UCSB acronym. Similar to the primary wordmark, the required amount of clear space to ensure maximum visibility and legibility is determined by the width of the "U" in UCSB.

Minimum Size
The secondary tab is optimized for all applications. It is designed to scale and function at small sizes for print and digital applications and large sizes for outdoor environments. To ensure legibility and reproduction, adhere to the minimum sizing requirements outlined below.

Relative Size and Placement
The size and location of the secondary tab in layouts is important for recognition, especially when seen multiple times across various touchpoints. A consistent approach to the tab placement helps create stronger recognition over time. The exhibits below show relative sizing standards and preferred placement.

CLEAR SPACE

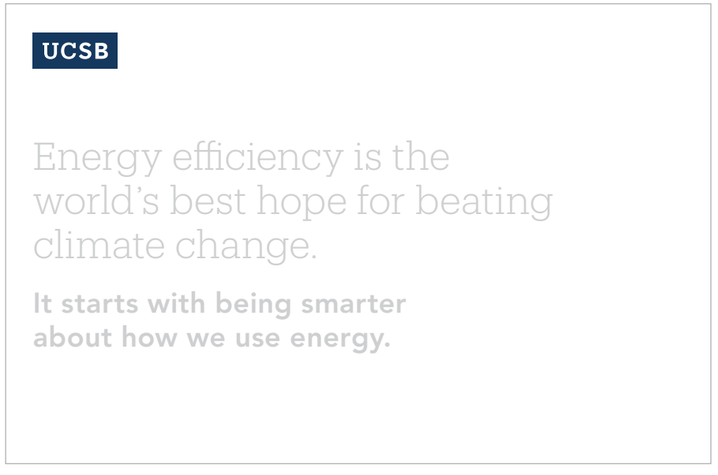
X = WIDTH OF "U"

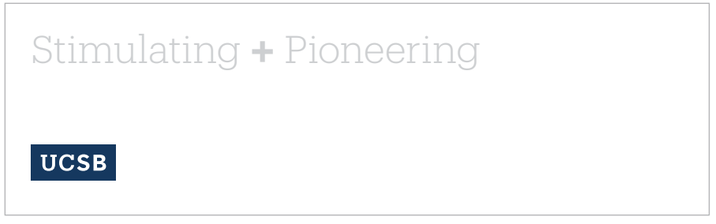
MINIMUM SIZE

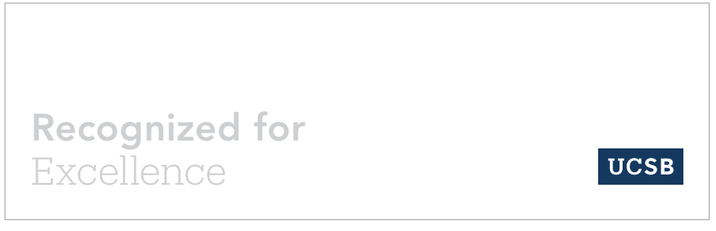
MINIMUM PRINT SIZE: 0.5" WIDE (12.5 MM)
MINIMUM SCREEN SIZE: 36 PIXELS WIDE

RELATIVE SIZE AND PLACEMENT

X = APPLICATION WIDTH


UCSB
Energy efficiency is the world's best hope for beating climate change.
It starts with being smarter about how we use energy.





Campus Logos
Secondary Tab
Incorrect Usage

The impact of our logo is dependent on proper, consistent use. Any changes to the shape and color of the secondary tab logo will change or diminish the important values, ideas, and meanings with which it is associated. Logos are, among other things, symbols of reputation—alter them, and they can subtly shift perceptions of the institutions they stand for. For this reason, strict adherence to the correct usage and implementation is critical. Below are some examples of incorrect usage.

DO NOT ROTATE TAB

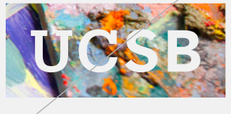
DO NOT DECONSTRUCT TAB

DO NOT STRETCH TAB

DO NOT ALTER RECTANGLE

DO NOT STACK LETTERFORMS

DO NOT FILL TAB WITH AN IMAGE



DO NOT APPLY GRADIENTS TO TAB

DO NOT APPLY NEW COLORS TO TAB

DO NOT OUTLINE TAB

DO NOT REMOVE LETTERFORMS FROM TAB

Campus Logos
Secondary Tab Logo File Formats

The tab logo is provided in two colors and several file formats. These assets were created with color builds and formats specific to their media. The native files should not be altered, recolored, scaled disproportionately, or modified in any way.

The chart below details the file format best suited for each use case. For presentations and on-screen digital applications, RGB versions are available. EPS vector formats should be used when assets need to be scaled up or down. PNG bitmap is a fixed resolution asset reserved for presentations, web, and digital applications. PNG formats have transparent backgrounds and cannot be scaled up.

Four-color process CMYK (Cyan, Magenta, Yellow, and Black) and PMS (Pantone Matching System) assets are available in EPS vector formats and should be used for print applications only. For signage, PMS assets are preferred.

		Navy	Gold	Aqua	Clay	Coral	Mist	Moss	Sandstone	Sea Green	Black	White
Print For print, signage, etc.	EPS – Vector	● ○	● ○	● ○	● ○	● ○	● ○	● ○	● ○	● ○	● ○	● ○
On-Screen For websites, presentations, etc.	EPS – Vector	● ○	● ○	● ○	● ○	● ○	● ○	● ○	● ○	● ○	● ○	● ○
	PNG – Bitmap	● ○	● ○	● ○	● ○	● ○	● ○	● ○	● ○	● ○	● ○	● ○

● CMYK + PMS
○ Transparent

● CMYK
○ Knockout

● RGB, 72 DPI, 1000px
○ Knockout

Campus Logo Lock-Ups
Overview

The campus logo lock-ups were created to support communications by academic entities, such as schools and departments. The design of the logo lock-up creates a strong UC Santa Barbara impression, helping to reinforce each entity's affiliation with the university. The new logo lock-up system promotes prominence for each entity by increasing the proportional size relative to the logos.

PRIMARY LOCK-UP

UC **SANTA BARBARA**
College of Letters & Science

UC **SANTA BARBARA**
Division of Mathematical,
Life, and Physical Sciences

SECONDARY LOCK-UP

UCSB
College of Letters & Science

UCSB
Division of Mathematical,
Life, and Physical Sciences

Campus Logo Lock-Ups

Primary and Secondary Lock-Ups
Color Version, Backgrounds

Navy is the preferred color for the campus logo lock-ups. When using the navy versions, white is the preferred background color. As a general rule, avoid placing the navy logos on colored backgrounds. Where applicable, the navy logos may be placed on our core gold color (as specified in our color palette on pg 47).

The black version of the campus logo lock-ups is available when black and white or grayscale designs are needed. When using the black versions, white is the preferred background color.

Avoid placing the lock-ups on colored backgrounds to ensure adequate contrast and legibility.

Use the reversed (white) version when placing the lock-up over navy, dark, or image backgrounds. Be sure there is adequate contrast between the lock-up and background to ensure legibility.

Navy Lock-Up

UC **SANTA BARBARA**
College of Letters & Science

UCSB
Division of Mathematical, Life, and Physical Sciences

Black Lock-Up

UC **SANTA BARBARA**
College of Letters & Science

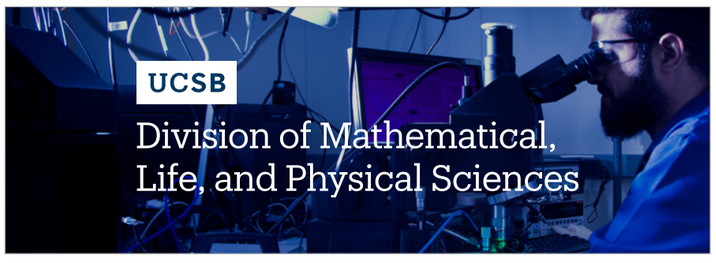
UCSB
Division of Mathematical, Life, and Physical Sciences

Reverse Lock-Up Color Background

UC **SANTA BARBARA**
College of Letters & Science

UCSB
Division of Mathematical, Life, and Physical Sciences

Reverse Lock-Up Image Background



Campus Logo Lock-Ups

Primary and Secondary Lock-Ups Flexible Hierarchy

At UC Santa Barbara, we communicate with many audiences. Our logo lock-up system enables you to connect with a particular audience through a flexible hierarchy. This tiered hierarchy configuration retains a consistent relationship with the primary wordmark or secondary tab, while permitting variable prominence for college, divisions, or departments.

PRIMARY LOCK-UP

UC **SANTA BARBARA**
College of Letters & Science — TIER 1

UC **SANTA BARBARA**
Division of Mathematical, Life, and Physical Sciences — TIER 2
College of Letters & Science — TIER 1

UC **SANTA BARBARA**
Division of Mathematical, Life, and Physical Sciences — TIER 2

SECONDARY LOCK-UP

UCSB
College of Letters & Science — TIER 1

UCSB
Division of Mathematical, Life, and Physical Sciences — TIER 2
College of Letters & Science — TIER 1

UCSB
Division of Mathematical, Life, and Physical Sciences — TIER 2

Campus Logo Lock-Ups

Primary and Secondary Lock-Ups
Minimum, Maximum Tier Lines

When producing a logo lock-up, it's important to achieve the proper visual balance and legibility.

Below are the rules addressing the minimum and maximum number of lines for both one tier and two tier lock-ups.

PRIMARY LOCK-UP

ONE TIER — MINIMUM LINES

UC **SANTA BARBARA**
College of Creative Studies — 1 LINE

ONE TIER — MAXIMUM LINES

UC **SANTA BARBARA**
Bren School of Environmental Science and Management — 3 LINES

TWO TIERS — MINIMUM LINES

UC **SANTA BARBARA**
Humanities and Fine Arts — 1 LINE
College of Letters & Science — 1 LINE

TWO TIER — MAXIMUM LINES

UC **SANTA BARBARA**
Department of Chemistry and Biochemistry — 3 LINES
Division of Mathematical, Life, and Physical Sciences — 2 LINES

SECONDARY LOCK-UP

ONE TIER — MINIMUM LINES

UCSB
College of Creative Studies — 1 LINE

ONE TIER — MAXIMUM LINES

UCSB
Bren School of Environmental Science and Management — 3 LINES

TWO TIERS — MINIMUM LINES

UCSB
Humanities and Fine Arts — 1 LINE
College of Letters & Science — 1 LINE

TWO TIER — MAXIMUM LINES

UCSB
Department of Chemistry and Biochemistry — 3 LINES
Division of Mathematical, Life, and Physical Sciences — 2 LINES

Campus Logo Lock-Ups

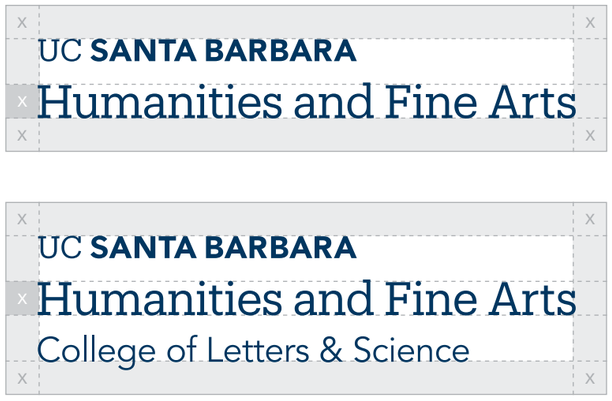
Primary and Secondary Lock-Ups
Clear Space, Minimum Size

Clear Space
To create and maintain maximum impact, the UC Santa Barbara logo lock-ups must never be too closely linked to or crowded by copy, photography, or other graphic elements. Providing the right amount of clear space around the logo lock-up makes it easier to distinguish, and reinforces the importance of the UC Santa Barbara and sub-entity's identity. The required amount of clear space to ensure maximum visibility and legibility is determined by the x-height denoted in the examples below.

The same clear space requirement applies to a multi-tiered logo lock-up.

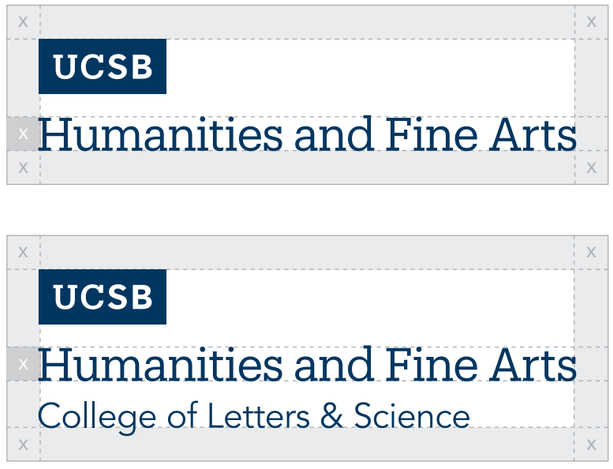
Minimum Size
The campus logo lock-ups are optimized for all applications. It is designed to scale and function at small sizes for print and digital applications and large sizes for outdoor environments. To ensure legibility and reproduction, adhere to the minimum sizing requirements outlined below.

CLEAR SPACE



X = HEIGHT OF "H"

CLEAR SPACE



X = HEIGHT OF "H"

MINIMUM SIZE

MINIMUM PRINT SIZE: 1.25" WIDE (31.75 MM)
MINIMUM SCREEN SIZE: 120 PIXELS WIDE

MINIMUM SIZE

MINIMUM PRINT SIZE: 0.5" WIDE (12.5 MM)
MINIMUM SCREEN SIZE: 36 PIXELS WIDE

Campus Logo Lock-Ups

Primary and Secondary Lock-Ups Incorrect Usage

The impact of our logo is dependent on proper, consistent use. Any changes to the shape and color of the campus logo lock-ups will change or diminish the important values, ideas, and meanings with which they are associated. Logos are, among other things, symbols of reputation—alter them, and they can subtly shift perceptions of the institutions they stand for. For this reason, strict adherence to the correct usage and implementation is critical. Below are some examples of incorrect usage.

DO NOT ALTER SPACING

DO NOT STACK ELEMENTS

DO NOT ALTER ELEMENT PLACEMENT

DO NOT ALTER COLOR

DO NOT ALTER COLOR OF TIERS

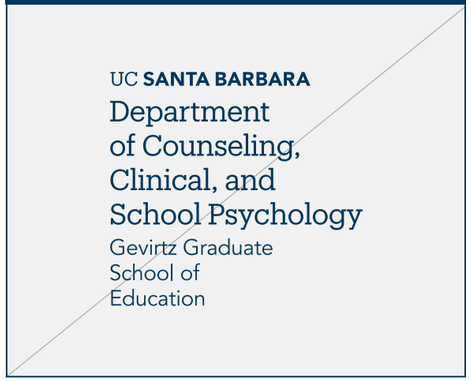
DO NOT ALTER LINE SPACING (LEADING)

DO NOT CHANGE SIZE RELATIONSHIP

DO NOT CHANGE TYPE WEIGHT

DO NOT CHANGE TYPE WEIGHT OF TIERS

DO NOT ADD LINES BEYOND MAXIMUM ALLOWANCE



Campus Logo Lock-Ups

Primary and Secondary Lock-Ups Logo File Formats

The campus logo lock-ups are provided in two colors and several file formats. These assets were created with color builds and formats specific to their media. The native files should not be altered, recolored, scaled disproportionately, or modified in any way.

The chart below details the file format best suited for each use case. For presentations and on-screen digital applications, RGB versions are available. EPS vector formats should be used where assets need to be scaled up or down. PNG bitmap is a fixed resolution asset reserved for presentations, web, and digital applications. PNG formats have transparent backgrounds and cannot be scaled up.

Four-color process CMYK (Cyan, Magenta, Yellow, and Black) and PMS (Pantone Matching System) assets are available in EPS vector formats and should be used for print applications only. For signage, PMS assets are preferred.

		EPS – Vector	PNG – Bitmap
Print For print, signage, etc.	Black CMYK	•	
	Navy CMYK, PMS	•	
	Reversed CMYK	•	
On-Screen For websites, presentations, etc.	Black RGB, 72dpi, 1000px	•	•
	Navy RGB, 72dpi, 1000px	•	•
	Reversed RGB, 72dpi, 1000px	•	•

Campus Logos
Official Seal
Overview

The University of California Santa Barbara seal is typically reserved for official communications from the Chancellor's office, legal documents, financial documents, awards, and other formal university communications. It can also be used in other materials to formally signify an official UC Santa Barbara communication.

Campus Logos
Official Seal
Navy and Monochromatic Versions and Placement

Navy and Monochromatic Versions
Navy is the preferred color for the official seal. When using the navy version, white is the preferred background color. As a general rule, avoid placing the navy seal on colored backgrounds. Where applicable, the navy seal may be placed on our core gold color (as specified in our color palette on pg 47).

The black version of the official seal is available when black and white or grayscale designs are needed. When using the black version, white is the preferred background color. Avoid placing on colored backgrounds to ensure adequate contrast and legibility.

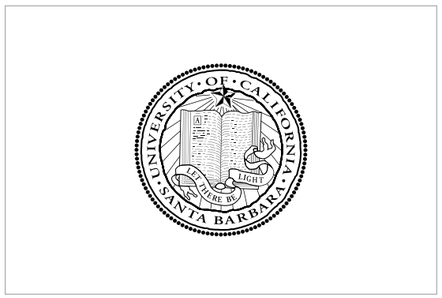
Use the reversed (white) version when placing the seal over navy, dark or image backgrounds. Be sure there is adequate contrast between the seal and background to ensure legibility.

Relative Size and Placement
The size and location of the official seal in layouts is important for recognition, especially when seen multiple times across various touchpoints. A consistent approach to the seal placement helps create stronger recognition over time. The exhibits below show relative sizing standards and preferred placement. When pairing the seal with a campus logo, only pair it with the primary wordmark.

NAVY AND MONOCHROMATIC VERSIONS

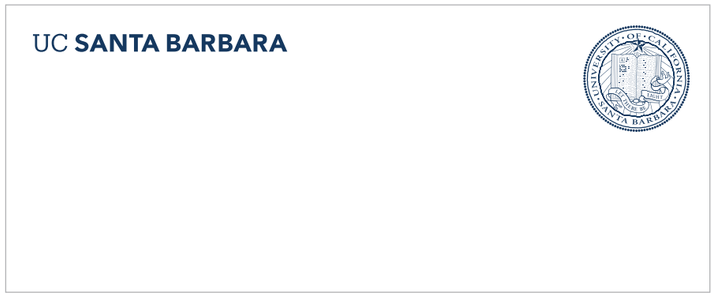
Navy Seal

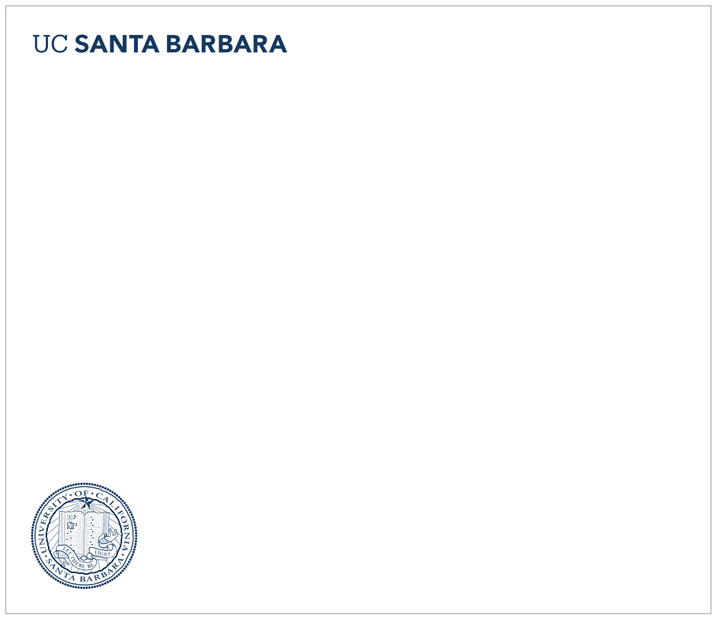
Black Seal

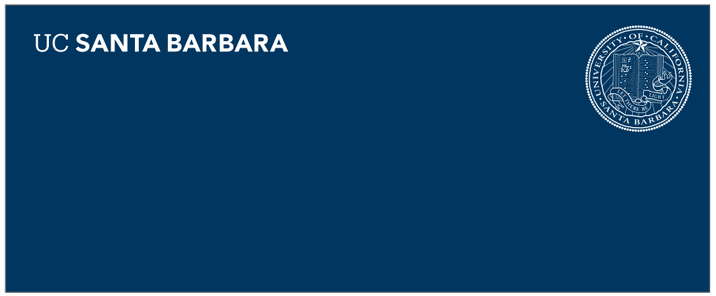


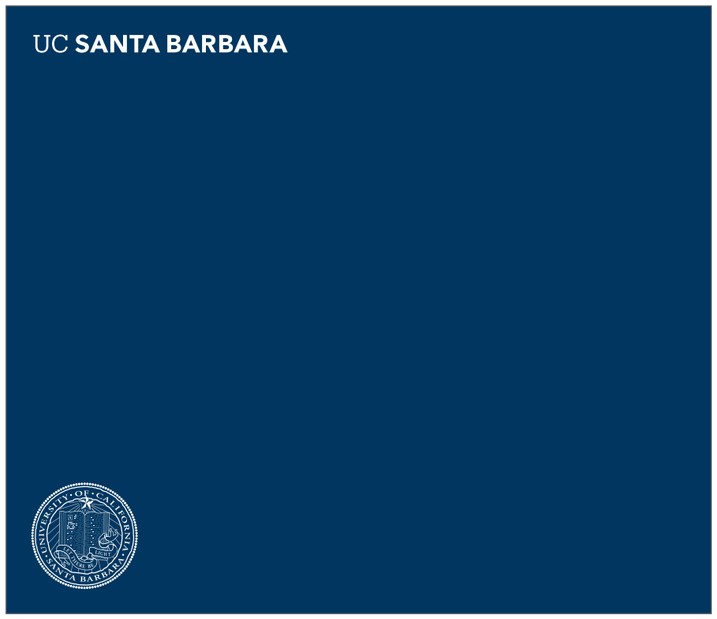
Reverse Seal
Color Background

PLACEMENT









Campus Logos
Official Seal
Two-Color and Gold Versions and Placement

Two-Color and Gold Versions
The two-color (navy and gold) and gold seal are to be used with limited colors. When using the two-color version, white is the preferred background color. As a general rule, avoid placing the two-color seal on colored backgrounds or images.

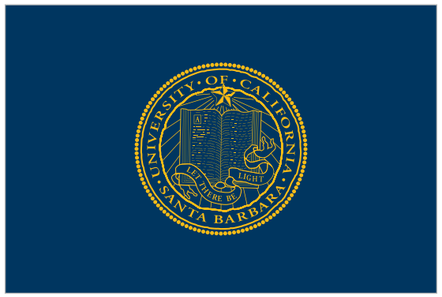
When using the gold version, navy is the preferred background color. Avoid placing on any other background color to ensure adequate contrast and legibility.

Relative Size and Placement
The size and location of the official seal in layouts is important for recognition, especially when seen multiple times across various touchpoints. A consistent approach to the seal placement helps create stronger recognition over time. The exhibits below show relative sizing standards and preferred placement. When pairing the seal with a campus logo, only pair with the primary wordmark.

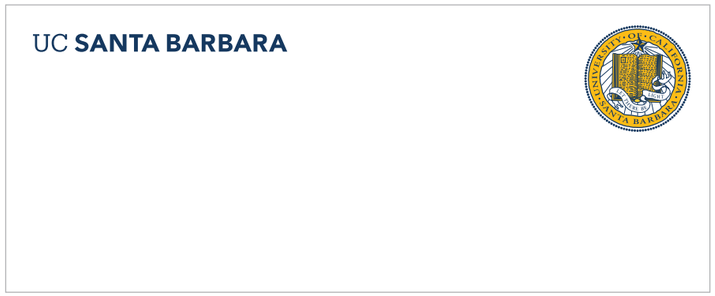
TWO-COLOR AND GOLD VERSIONS

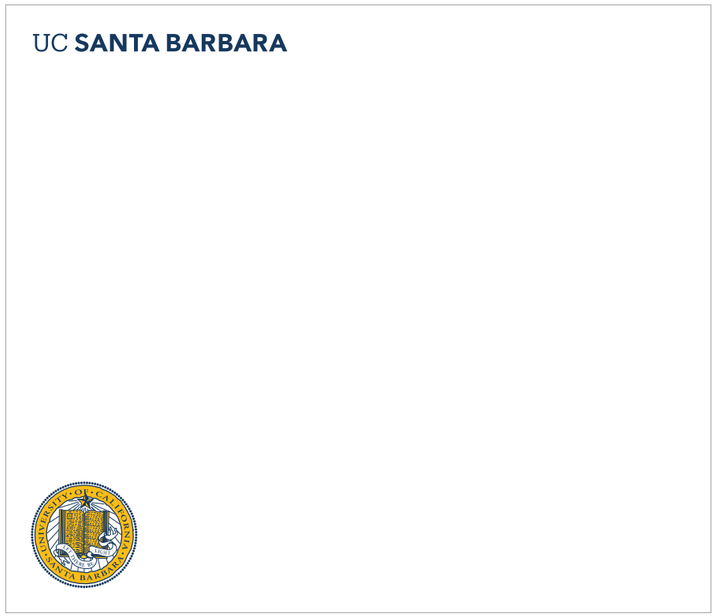
Two Color Seal

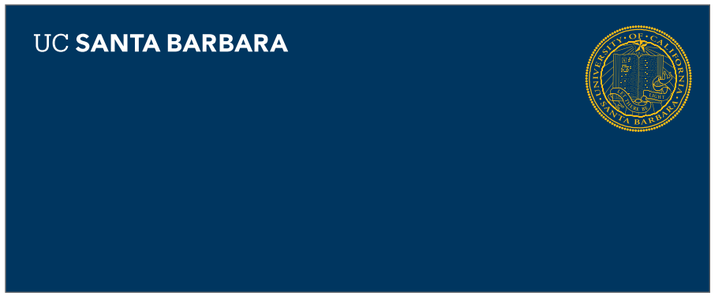
Gold Seal

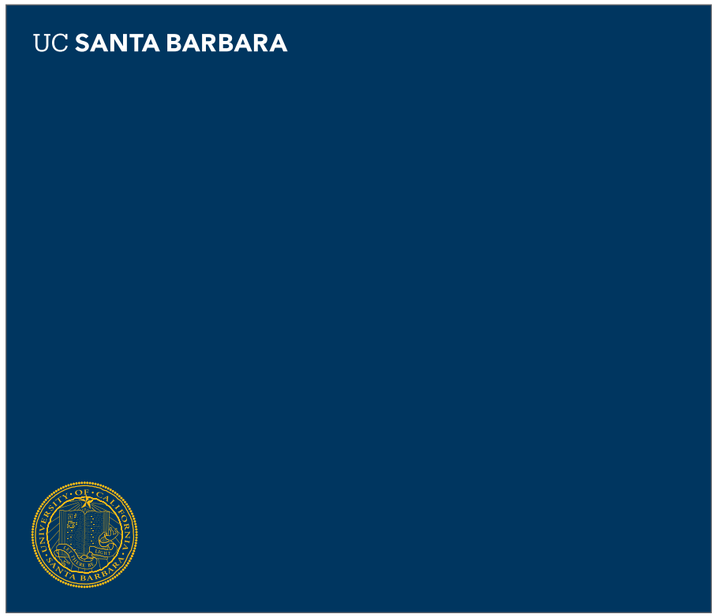


PLACEMENT









Campus Logos
Official Seal
Logo File Formats

The official seal is provided in two colors and several file formats. These assets were created with color builds and formats specific to their media. The native files should not be altered, recolored, scaled disproportionately, or modified in any way.

The chart below details the file format best suited for each use case. For presentations and on-screen digital applications, RGB versions are available. EPS vector formats should be used where assets need to be scaled up or down. PNG bitmap is a fixed resolution asset reserved for presentations, web, and digital applications. PNG formats have transparent backgrounds and cannot be scaled up.

Four-color process CMYK (Cyan, Magenta, Yellow, and Black) and PMS (Pantone Matching System) assets are available in EPS vector formats and should be used for print applications only. For signage, PMS assets are preferred.

		EPS – Vector	PNG – Bitmap
Print For print, signage, etc.	Black CMYK	•	
	Navy CMYK, PMS	•	
	Reversed CMYK	•	
On-Screen For websites, presentations, etc.	Black RGB, 72dpi, 1000px	•	•
	Navy RGB, 72dpi, 1000px	•	•
	Reversed RGB, 72dpi, 1000px	•	•

Visual System
Typography

Typography
Overview

Typography is an essential part of the UC Santa Barbara visual system. When used consistently, it unifies messaging and creates familiarity. These guidelines will help you use our typefaces for maximum legibility while reinforcing UC Santa Barbara in the eyes of our audiences.

6

Nobel Laureates

1,000+ Acres
on the California Coast

1,008
Faculty Members

#1

Green School

23,051
Students Enrolled

200+
Majors, degrees, and credentials

Diverse
Vibrant
Social
Creative

Dynamic **Environment**

Progressive **+** Pioneering

Socially Rewarding

We thrive on the vital exchange of ideas and experiences across our intimate campus in one of the world's most beautiful locations.

Typography
Avenir — Primary Typeface

Avenir is our primary typeface. Most UC Santa Barbara communications should use Avenir, including in all body copy and subheads. The typeface is made up of multiple weights: Light, Book, Medium, Heavy, and Black. Italicized versions are also included in the family. The default weight to use is Avenir Light for body copy and Avenir Black for subheads.

The supporting weights of Avenir may also be used, but usually for emphasis in smaller applications such as captions, tables, charts, and folios. In particular cases, Avenir may also be used for headlines when our secondary typeface, Produkt, is not appropriate.

Title and sentence case are preferred. Only use all caps in small instances such as charts, labels, and UI navigation. Type should never be altered by adding outlines, drop shadows, or effects. Always set ® and ™ as superscript.

Font Resources
For more information on font licensing, visit brand.UCSB.edu

Av

Av

Light — Storke Tower

Book — Harold Frank Hall
Coral Tree Café
Theater and Dance

Medium — The Club
University House

Heavy — **Pollock Theater**
Girvetz Hall

Black — **UCSB Library**
Public Safety

Avenir Book

We thrive on the vital exchange of ideas and experiences across our intimate campus in one of the world's most beautiful locations. This positive and supportive environment ignites entrepreneurial energy.

Avenir Medium

We thrive on the vital exchange of ideas and experiences across our intimate campus in one of the world's most beautiful locations. This positive and supportive environment ignites entrepreneurial energy.

Avenir Heavy

We thrive on the vital exchange of ideas and experiences across our intimate campus in one of the world's most beautiful locations. This positive and supportive environment ignites entrepreneurial energy.

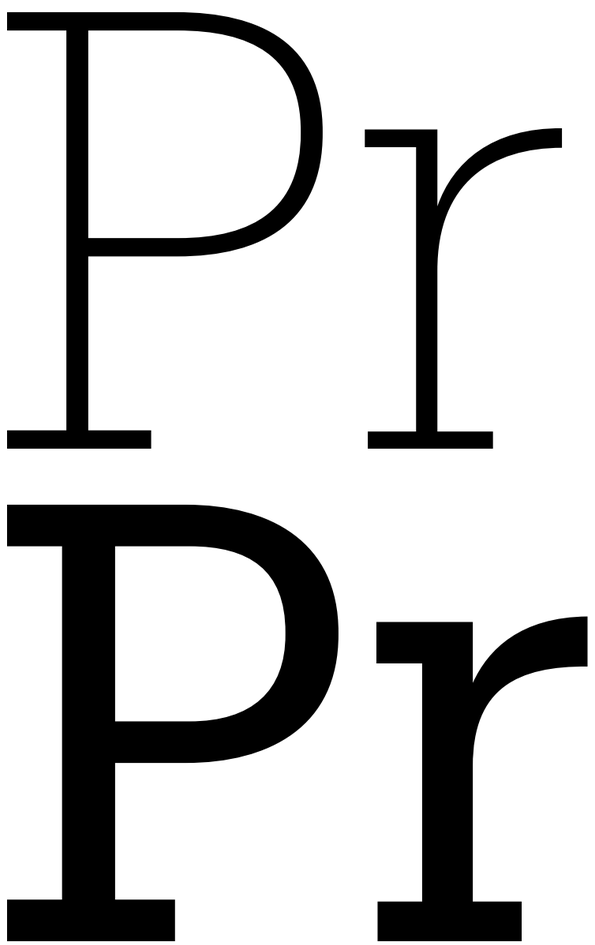
Typography
Produkt — Secondary Typeface

Font Resources
For more information on font licensing, visit brand.UCSB.edu

Produkt is our secondary typeface. Produkt, primarily used in large headlines, introduces a subtle warmth that pairs well with Avenir. The typeface is made up of four weights: Thin, Extralight, Light, and Regular. The default weight to use is Produkt Light.

The supporting weights of Produkt may also be used, but usually for emphasis in smaller applications such as captions, tables, charts, and folios.

Title case is preferred. Only use all caps in small instances such as charts, labels, and UI navigation. Type should never be altered by adding outlines, drop shadows, or effects. Always set ® and ™ as superscript.



Thin

Storke Tower
Harold Frank Hall

Extralight

Coral Tree Café
Theater and Dance

Light

The Club
University House
Pollock Theater

Regular

Girvetz Hall
UCSB Library
Public Safety

Produkt Light

We thrive on the vital exchange of ideas and experiences across our intimate campus in one of the world's most beautiful locations. This positive and supportive environment ignites entrepreneurial energy.

Produkt Light

Reducing Global Carbon Emissions.

Produkt Light

Engaged

Typography
Type Hierarchy

Three types of copy establish the typographic hierarchy on any page, print or digital: headline, subhead, and body. Avenir, our primary typeface, may be used in all three instances, whereas Produkt, our secondary typeface is reserved primarily for headline copy. Produkt should never be used in body copy. Below are a few examples that outline a basic typographic hierarchy complete with the appropriate typefaces.

1 HEADLINE COPY

2 SUBHEAD COPY

3 BODY COPY

4 BRANDED ELEMENT

1 **1,000+ Acres**
on the California coast that inspires, educates, and motivates our students to create a better tomorrow.

4 UC **SANTA BARBARA**

1 Energy efficiency is the world's best hope for beating climate change.

2 **It starts with being smarter about how we use energy.**

3 Te sea cibo minimum, eos eius utroque expe tendis cu. Mea ubique contentiones ei, viris delectus in vel. No ludus adol jiy escens qui. In debet vidisse gloriatur mea. Cu alterum appellantur mel, vocibus blandit qua lisq kue pri ne, ius liber putent eruditi et. No sea aliquid dignissim liberavisse.

Ut dolore adipiscing ius, nibh quando discere usu et, usu ne aliquip malorum. Velit disputationi no sit, ex molestie senserit torquatos estne, ius liber putent eruditi et. No sea aliquid dignissim.

Ut dolore adipiscing ius, nibh quando discere usu et, usu ne aliquip malorum. Velit disputationi no sit, ex molestie senserit torquatos est.

Ut vidit admodum liberavisse quo. Nam at reque aperiam, mei adhuc paulo interpretaris ex. Possit reprehendunt usu te, te elitr cetero pri, utinam causae oblique no has. Pri inani reformidans ea. Eu partem perfecto vel.

Lorem ipsum dolor sit amet, fierent percipit dignissim duo ne, labore constituam quo tono. Eros mediocritatem at quo, ne eius autem nihil mel. Ea sit vocent persius deterruisset. Viven do gloriatur reprimique eu nec.

Aeque electram quo at. Ut usu laudem melius philosophia, unum dicit nominavi qui ne, ei lorem perfecto vel. Qui habeo idque atomorum ne, an cibo viris sed. No ius nobis instructior. Ei quot legimus duo.

4 UC **SANTA BARBARA**

1 The best environment, **the best experience, the highest achievements.**

3 In June, Carly Thomsen reached a major milestone in her journey when she made history as UC Santa Barbara's first recipient of a doctoral degree in Feminist Studies. This summer she began the next leg of that journey by traveling to Houston, where she has accepted a two-year appointment as a Postdoctoral Fellow at the Center for the Study of Women, Gender, and Sexuality at Rice University.

Her UCSB dissertation, "Unbecoming Visibility Politics and Queer Rurality," explores the estrangement and tensions among and between LGBTQ (lesbian, gay, bisexual, transgendered, and queer) women in the Midwest and mainstream gay rights groups.

Her work was recognized in June at Commencement, where she was honored with the 2014 Winifred and Louis Lancaster Dissertation Award for Social Sciences. The award came with a cash prize, and the dissertation was entered in the Council of Graduate Schools/University Microfilms International competition.

4 UC **SANTA BARBARA**

Typography
Type Hierarchy

The principles guiding type hierarchy can be applied across all forms of communication. Below are a few examples that show where and how to use our typefaces in accordance with these principles.

ADDITIONAL COVER INFORMATION

Fall 2018

DESCRIPTOR

HEADLINE

Admission Guide
Freshman

DOCUMENT INFORMATION

UCSB Office of Admissions
admissions.ucsb.edu
University of California, Santa Barbara
August 2018

QUOTES

“My four years of study at UCSB was…”

John Lake
2016 Distinguished Alumni Award

“Access to educational, research, and creative opportunities without borders drive powerful achievements and foster community.”

Shuji Nakamura
2014 Nobel Prize in Physics

SIDEBARS

HEAVY / LIGHT

Transfer Students
Admitted students meet and exceed the UC minimum requirements for admission.

TRANSFER STUDENTS
Admitted students meet and exceed the UC minimum requirements for admission.

HEAVY / BOOK

Transfer Students
Admitted students meet and exceed the UC minimum requirements for admission.

TRANSFER STUDENTS
Admitted students meet and exceed the UC minimum requirements for admission.

Typography
Leading / Tracking

Space between lines of copy and space between letters contribute to elegance and legibility of typography. Leading refers to the space between lines of type. Tracking refers to spacing between characters. Effective application of leading and tracking differs for each typeface and at each type size. The following pages detail recommended best practices for leading and tracking for Avenir and Produkt.

LEADING

Lorem ipsum dolor sit amet, elit essent ponderum his et, dicant ullamcorper ne usu.

LEADING

Lorem ipsum dolor sit amet, elit essent ponderum his et, dicant ullamcorper ne usu. An eos vidisse definitionem, accusam recteque sadipscing ad qui. Sit no quodsi abhorreant.

LEADING

TRACKING (AVENIR)

Lorem ipsum dolor

30 PT / TRACKING SET TO 0

Lorem ipsum dolor

21 PT / TRACKING SET TO 0

Lorem ipsum dolor

16 PT / TRACKING SET TO 0

Lorem ipsum dolor

12 PT / TRACKING SET TO 10

Lorem ipsum dolor

7 PT / TRACKING SET TO 10

TRACKING (PRODUKT)

Lorem ipsum dolor

30 PT / TRACKING SET TO 5

Lorem ipsum dolor

21 PT / TRACKING SET TO 5

Lorem ipsum dolor

16 PT / TRACKING SET TO 20

Lorem ipsum dolor

12 PT / TRACKING SET TO 20

Lorem ipsum dolor

7 PT / TRACKING SET TO 20

Typography
Avenir — Size / Leading / Tracking

There is a relationship between the point size of the typeface and the leading and tracking. The charts below offer guidance on how to adjust the leading and tracking for Avenir as the point size scales up.

BODY

SIZE 11 / LEADING 13.5 / TRACKING 10

Lorem ipsum dolor sit amet, elit essent ponderum his et, dicant ullamcorper ne usu. An eos vidisse definitionem, accu sam recteque sadipscing ad qui. Sit no quodsi abho rreant. Ea nostrum eloquentiam mea. Vim inani hendrerit torquatos ne, et ius ancillae maiestatis. Mea tation splendide ut. No veri iuvaret ceteros vel, ius magna phaedrum an, te graeco efficiantur definitiones eam. Sit antiopam perpetua id. Te nam doctus aliquip dissentiet, te vim modus solet suscipit.

POINT SIZE	6	7	8	9	10	11
LEADING	7.5	9	10	11	12	13.5
TRACKING	10	10	10	10	10	10

HEADLINES / QUOTES

SIZE 20 / LEADING 23 / TRACKING 0

Lorem ipsum dolor sit amet, elit essent ponderum his et, dicant ullamcorper ne usu. An eos vidisse definitionem, accusam recteque sadipscing ad qui. Sit no quodsi abhorreant.

POINT SIZE	12	13	14	15	16	17
LEADING	15	16	17	18	19	20
TRACKING	10	10	10	0	0	0

LARGE HEADLINE

SIZE 50 / LEADING 50 / TRACKING 0

Lorem ipsum dolor sit amet, elit essent ponderum his et, dicant

POINT SIZE	30	31	32	33	34	35
LEADING	30	31	32	33	34	35
TRACKING	0	0	0	0	0	0

Typography
Produkt — Size / Leading / Tracking

There is a relationship between the point size of the typeface and the leading and tracking. The charts below offer guidance on how to adjust the leading and tracking for Produkt as the point size scales up.

QUOTES

SIZE 13 / LEADING 16 / TRACKING 20

Lorem ipsum dolor sit amet, elit essent ponderum his et, dicant ullamcorper ne usu. An eos vidisse definitionem, accu sam recteque sadipscing ad qui. Sit no quodsi abho rreant. Ea nostrum eloquentiam mea. Vim inani hendrerit torquatos ne, et ius ancillae maiestatis. Mea tation splendide ut. No veri iuvaret ceteros vel, ius magna phaedrum an.

POINT SIZE	11	12	13	14	15	16
LEADING	13.5	15	16	17	18	19
TRACKING	20	20	20	20	20	20

HEADLINES

SIZE 20 / LEADING 23 / TRACKING 5

Lorem ipsum dolor sit amet, elit essent ponderum his et, dicant ullamcorper ne usu. An eos vidisse definitionem, accusam recteque sadipscing ad qui.

POINT SIZE	17	18	19	20	21	22
LEADING	20	21	22	23	24	25
TRACKING	5	5	5	5	5	5

LARGE HEADLINE

SIZE 50 / LEADING 50 / TRACKING 5

Lorem ipsum dolor sit amet, elit essent ponderum his et, dicant

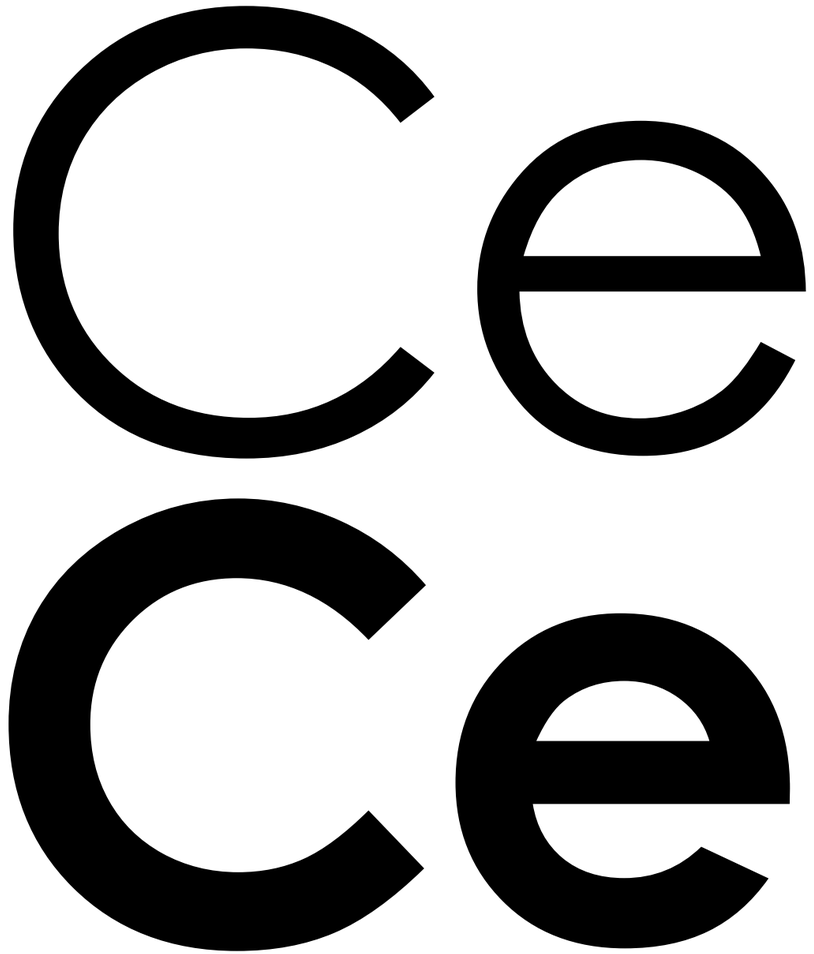
POINT SIZE	30	31	32	33	34	35
LEADING	30	31	32	33	34	35
TRACKING	5	5	5	5	5	5

Typography
Century Gothic
Primary Typeface Substitute

Font Resources
For more information on font licensing, visit brand.UCSB.edu

In cases where Avenir and Produkt are not available, Century Gothic should be used as a substitute. These cases may include digital applications such as HTML emails, Word documents, or digital presentations (such as PowerPoint) that cannot embed fonts.

There are two preferred weights for Century Gothic, each with an italic version: Regular and Bold. The default weight to use is Century Gothic Regular for body copy and the Bold weight for headlines. The Bold weight of Century Gothic may also be used for emphasis in smaller applications such as subheads captions, tables, charts, and folios.



Regular

Storke Tower
Harold Frank Hall
Coral Tree Café
Theater and Dance
The Club

Bold

University House
Pollock Theater
Girvetz Hall
UCSB Library
Public Safety

Century Gothic Regular

We thrive on the vital exchange of ideas and experiences across our intimate campus in one of the world's most beautiful locations. This positive and supportive environment ignites entrepreneurial energy.

Century Gothic Regular

We thrive on the vital exchange of ideas and experiences across our intimate campus in one of the world's most beautiful locations. This positive and supportive environment ignites entrepreneurial energy.

Century Gothic Regular

We thrive on the vital exchange of ideas and experiences across our intimate campus in one of the world's most beautiful locations. This positive and supportive environment ignites entrepreneurial energy.

Typography
Incorrect Usage

The impact of our typography is dependent on proper, consistent use. Any changes to the type hierarchy and associated typefaces will change or diminish the important values, ideas, and meanings with which UC Santa Barbara is associated. Alter them, and they can subtly shift perceptions of the institutions they stand for. For this reason, strict adherence to the correct usage and implementation is critical. Below are some examples of incorrect usage.

DO NOT SET BODY COPY IN ALL CAPS

Academically Rich
Socially Rewarding

ACCESS TO EDUCATIONAL, RESEARCH AND CREATIVE OPPORTUNITIES WITHOUT BORDERS DRIVE POWERFUL ACHIEVEMENTS AND FOSTER A HEALTHY AND INCLUSIVE COMMUNITY. AS A RESULT, OUR UNIVERSITY IS RECOGNIZED WORLDWIDE FOR ITS SCHOLARSHIP, AND OUR PROFESSORS AND GRADUATES ARE HIGH-

DO NOT APPLY MORE THAN THE RECOMMENDED AMOUNT OF LEADING

Academically Rich
Socially Rewarding

Access to educational, research and creative opportunities without borders drive powerful achievements and foster a healthy and inclusive community. As a result, our university is recognized worldwide for its scholarship, and our

DO NOT APPLY EXTRA LETTER SPACING (TRACKING)

Academically Rich
Socially Rewarding

Access to educational, research and creative opportunities without borders drive powerful achievements and foster a healthy and inclusive community. As a result, our university is recognized worldwide for its

DO NOT SET BODY COPY IN PRODUKT

Academically Rich
Socially Rewarding

Access to educational, research and creative opportunities without borders drive powerful achievements and foster a healthy and inclusive community. As a result, our university is recognized worldwide for its scholarship, and our professors and graduates are highly

DO NOT MAKE HEADINGS WITHOUT SUFFICIENT CONTRAST WITH BODY COPY

Academically Rich and
Socially Rewarding

Access to educational, research and creative opportunities without borders drive powerful achievements and foster a healthy and inclusive community. As a result, our university is recognized worldwide for its scholarship, and our professors and graduates are highly

DO NOT SET ALL BODY COPY IN BOLD

Academically Rich
Socially Rewarding

Access to educational, research and creative opportunities without borders drive powerful achievements and foster a healthy and inclusive community. As a result, our university is recognized worldwide for its scholarship, and our professors and

Visual System
Color

Color
Overview

This is the UC Santa Barbara color palette. Inspired by the Santa Barbara coast, the palette is grounded in the experience of living and working in our surrounding environment.

The following pages will breakdown how to use the color system. Each color is assigned a PMS, CMYK, HEX, and RGB value. Please use the PMS value when printing with Pantone inks and the CMYK values for 4-color printing. The HEX and RGB values are reserved for creating digital applications that will be viewed on-screen.

UC **SANTA BARBARA** UCSB

UC **SANTA BARBARA** UCSB

UC **SANTA BARBARA** UCSB

UC **SANTA BARBARA** UCSB

UC **SANTA BARBARA** UCSB

UC **SANTA BARBARA** UCSB

UC **SANTA BARBARA** UCSB

Color
Palette Specifications

Navy
PMS 2955 C
C100 M60 Y10 K53
R0 G54 B96
#003660

Gold
PMS 7549 C
C0 M28 Y100 K0
R254 G188 B17
#FEBC11

Aqua
PMS 633 C
C98 M6 Y10 K29
R4 G133 B155
#04859B

Moss
PMS 7496 C
C46 M6 Y100 K42
R122 G141 B57
#7A8D39

Sea Green
PMS 7716 C
C83 M0 Y40 K11
R11 G168 B154
#0BA89A

Coral
PMS 7597 C
C0 M85 Y100 K4
R239 G86 B69
#EF5645

Mist
PMS 5493 C
C47 M4 Y16 K16
R156 G190 B190
#9CBEBE

Clay
PMS Warm Gray 1C
C3 M3 Y6 K7
R220 G214 B204
#DCD6CC

Sandstone
PMS 4525 C
C9 M12 Y47 K18
R201 G191 B157
#C9BF9D

Light Gray
PMS 428 C
C10 M4 Y4 K14
R220 G225 B229
#DCE1E5

White
White
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

Black
PMS Process Black
C0 M0 Y0 K100
R0 G0 B0
#000000

Color
Interactive Palette

The interactive color palette includes additional tints and shades for increased usability in interactive environments. The background color and text color combinations shown here conform to the WCAG AA level contrast standard, which requires that color combinations (background + text) meet a minimum contrast ratio. These combinations are recommended so as to align to the university color palette while also meeting the AA contrast standard. Note that a darker variation of coral is provided to meet required ADA compliant contrast ratios for white text on color. A lighter variation of light gray, clay, sandstone, and mist is provided to meet required ADA compliant contrast ratios for dark text on color. These color variations should only be used in web or interactive applications.

PRIMARY COLOR AND ACCENT

BACKGROUND COLOR:
@base-navy
#003660

TEXT COLOR:
#FFFFFF

BACKGROUND COLOR:
@base-gold
#FEBC11

TEXT COLOR:
#3D4952

NEUTRAL COLOR AND ACCENT

BACKGROUND COLOR:
@lightgray-darken-80
#111517

TEXT COLOR:
#FFFFFF

@ BACKGROUND COLOR:
base-lightgray
#DCE1E5

TEXT COLOR:
#3D4952

BACKGROUND COLOR:
@lightgray-lighten-6
#EEF0F2

TEXT COLOR:
#3D4952

BACKGROUND COLOR:
@base-white
#FFFFFF

TEXT COLOR:
#3D4952

SECONDARY COLOR AND ACCENT

BACKGROUND COLOR:
@base-seagreen-web
#09847A

TEXT COLOR:
#FFFFFF

BACKGROUND COLOR:
@base-aqua-web
#047C91

TEXT COLOR:
#FFFFFF

BACKGROUND COLOR:
@base-moss-web
#6D7D33

TEXT COLOR:
#FFFFFF

BACKGROUND COLOR:
@base-coral
#EF5645

TEXT COLOR:
#11517

BACKGROUND COLOR:
@coral-darken-15-desat-15
#EF5645

TEXT COLOR:
#FFFFFF

BACKGROUND COLOR:
@base-clay
#DCD6CC

TEXT COLOR:
#3D4952

BACKGROUND COLOR:
@clay-lighten-10
#F1EEEA

TEXT COLOR:
#3D4952

BACKGROUND COLOR:
@base-sandstone
#C9BF9D

TEXT COLOR:
#3D4952

BACKGROUND COLOR:
@sandstone-lighten-20
#EDEADF

TEXT COLOR:
#3D4952

BACKGROUND COLOR:
@base-mist
#9CBEBE

TEXT COLOR:
#3D4952

BACKGROUND COLOR:
@mist-lighten-20
#DAE6E6

TEXT COLOR:
#3D4952

Color
Best Practice Pairing

The UCSB color palette consists of a core navy and gold, a set of cool hues, and a set of warms hues. Clay, sandstone, and other neutrals, such as white and black, work universally across the palette providing a warm foundation that can pair with any color. When using cool hues, it is recommended to stay within the cool set to create harmony within your composition. When using warm hues, the pairings shown below are recommended as best practice. Avoid mixing cool hues and warm hues or using too many colors at once.

CORE

The core navy and gold reinforces UCSB's connection with the University of California. This color combination can be paired with any of the neutral tones.

COOL

Cool colors complement each other as they are derived from a similar hue. Pair cool hues with neutrals, such as clay or sandstone, to create contrast.

WARM

Warm colors work best when used in the following pairings. Balance warm colors with neutrals, such as clay or sandstone, or create a clean crisp contrast with white or black.

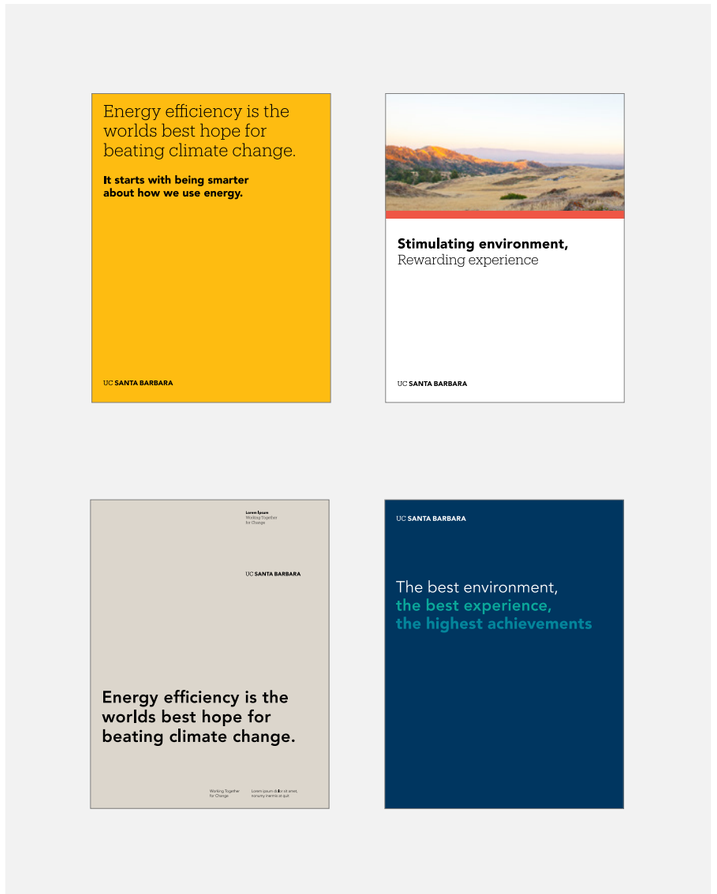
Color
Best Practice Application

When color is paired with photography and typography, it can create a strong emotional connection to the UC Santa Barbara story.

The following examples show how to find the right color pairings to create a visual expression that consistently represents our institution.

PHOTOGRAPHY

APPLICATIONS


Energy efficiency is the worlds best hope for beating climate change.
It starts with being smarter about how we use energy.
UC SANTA BARBARA
Stimulating environment,
Rewarding experience
UC SANTA BARBARA
Energy efficiency is the worlds best hope for beating climate change.
UC SANTA BARBARA
The best environment,
the best experience,
the highest achievements

TYPOGRAPHY

Diverse

Vibrant

Social

Creative

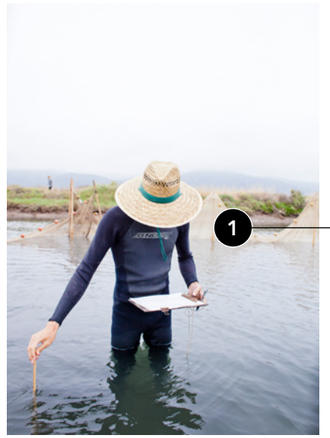
Dynamic **Environment**

Progressive **+** Pioneering

Color
Best Practice Application

When pairing color with photography, it's important to create a sense of harmony. Look for visual cues in the image when selecting from the UC Santa Barbara color palette.

COLOR AND PHOTOGRAPHY



1 The dark cools from the image create an ideal pairing with the navy color.

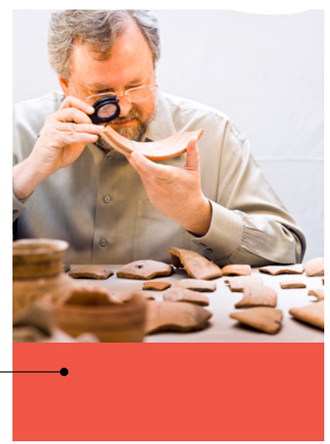
1 The warm tones on the clipboard create a harmonious pairing with gold.

1 The light blue skies and grassy dunes pair nicely with sea green.

2

1 The muted reds of the pottery work well with the coral color swatch.

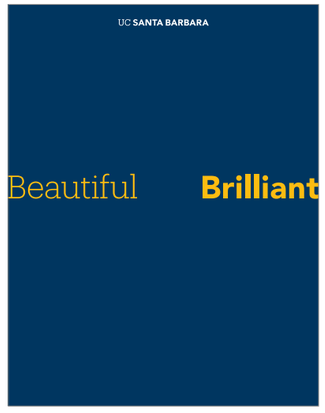
2

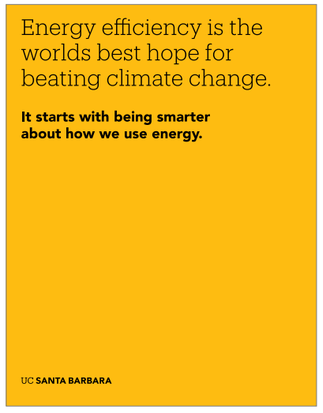


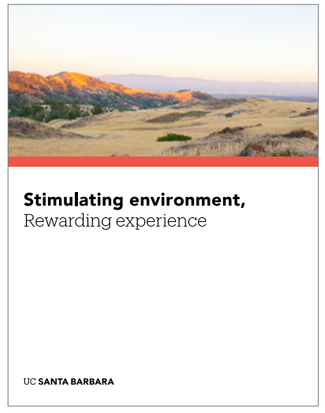
Color
Best Practice Application

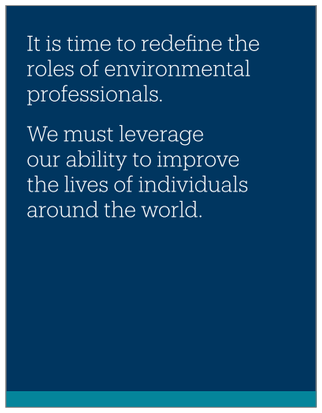
When using color in application, it's important to find the right harmony with other colors and imagery. To achieve that harmony also requires enough contrast to ensure legibility. Below are examples of best practices.

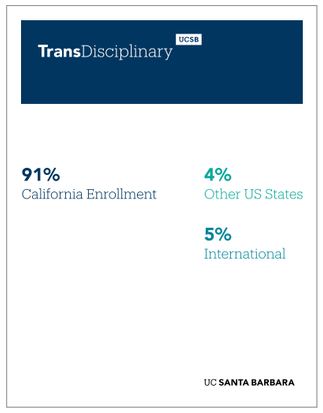
COLOR IN APPLICATION

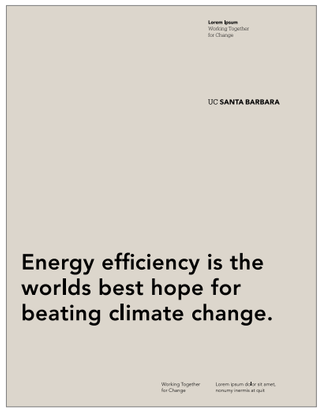


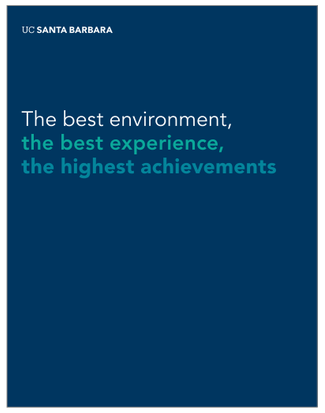

Energy efficiency is the worlds best hope for beating climate change.
It starts with being smarter about how we use energy.
UC SANTA BARBARA




It is time to redefine the roles of environmental professionals.
We must leverage our ability to improve the lives of individuals around the world.



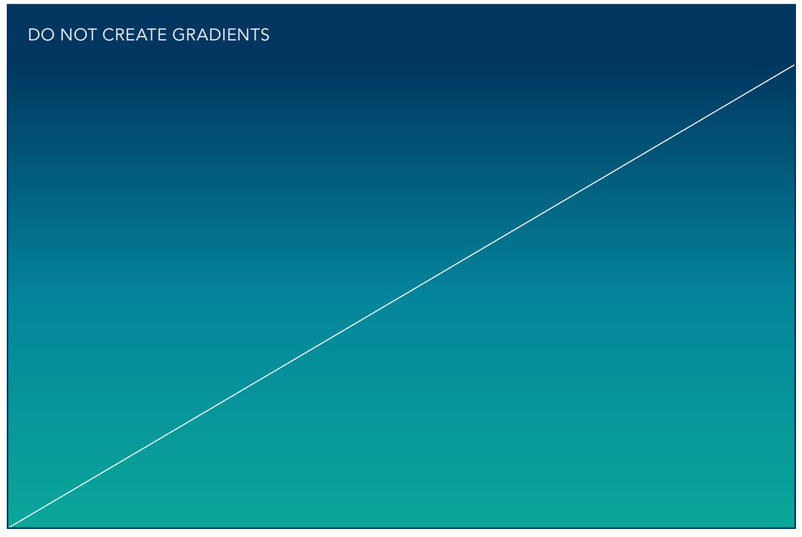

Lorem Ipsum
Working Together for Change
UC SANTA BARBARA
Energy efficiency is the worlds best hope for beating climate change.
Working Together for Change
Lorem ipsum dolor sit amet, nonumy inermis at ipsit



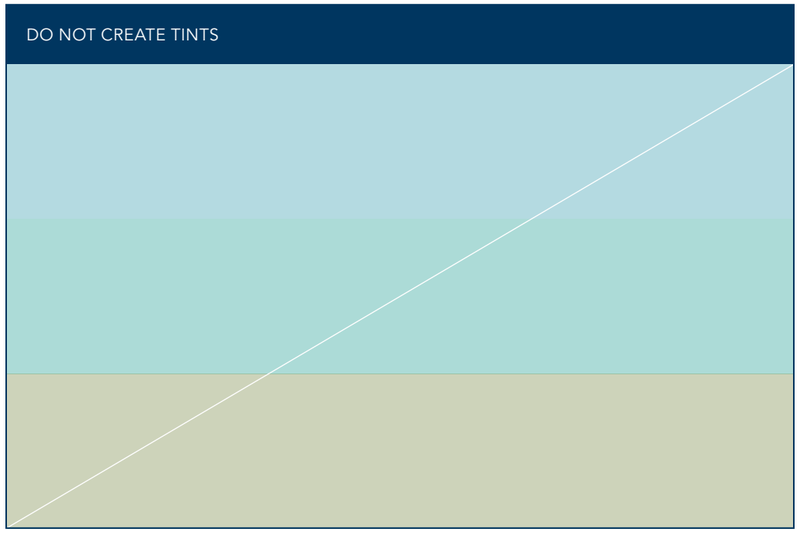
Color
Incorrect Usage

The impact of our color is dependent on proper, consistent use. Any changes to the color usage will change or diminish the important values, ideas, and meanings with which UC Santa Barbara is associated. Alter them, and they can subtly shift perceptions of the institutions they stand for. For this reason, strict adherence to the correct usage and implementation is critical. Below are some examples of incorrect usage.

DO NOT CREATE GRADIENTS



DO NOT CREATE TINTS

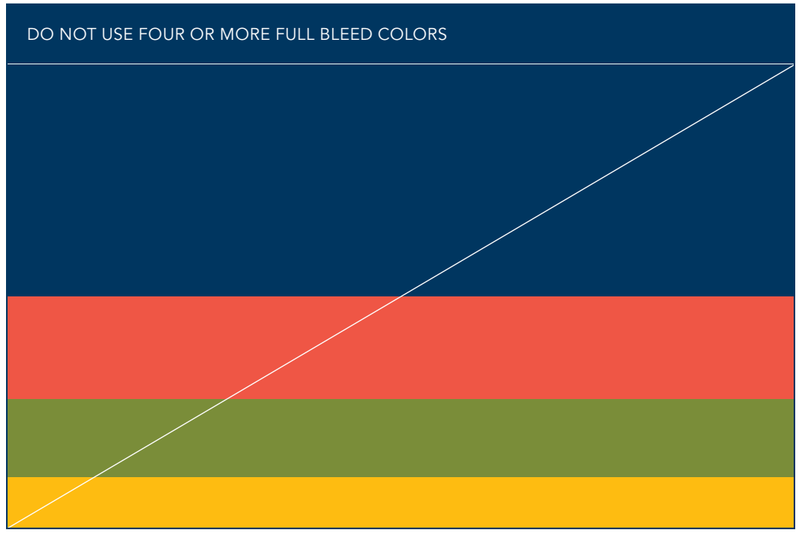


DO NOT CREATE NEW COLORS

DO NOT ASSIGN MULTIPLE COLORS TO INDIVIDUAL LETTERFORMS

DO NOT SET TEXT IN POORLY CONTRASTED COLOR

DO NOT USE FOUR OR MORE FULL BLEED COLORS



Visual System
Photography

Photography
Overview

Photography is one of our most widely used and influential identity assets. Whether pulling from the UC Santa Barbara Digital Asset Library, commissioning a photo shoot, or finding stock imagery, high quality photos are critical to creating a genuine and authentic UC Santa Barbara moment.

Photography
Photographic Direction
Sense of Place

Location-based photography is used to convey an immediate sense of the space and environment unique to UC Santa Barbara. Close up details add tactility and a sense of place, creating a more intimate connection to Santa Barbara and the campus. Look for photography with strong compositions that provide context for place and generate immediate visual interest.

Photography
Photographic Direction
Genuine and Real

Photography that captures genuine moments at UC Santa Barbara provide an intimate way to convey the experience of engaging in university life. Look for imagery with a photojournalistic quality that uses natural lighting and captures distinct moments in time.

Photography
Style Considerations

It is important that all photography work together across the entire campus to tell stories that consistently represent one UCSB. The following pages outline specific style considerations that will help unify imagery in a way that feels uniquely UCSB. Follow these style guidelines when creating or sourcing new imagery.

SCALE

1 — When capturing events, wide establishing shots give proper context to a story.

2 — Capturing an event with multiple vantage points and scale builds a more intimate understanding of the experience.

3 — Close up crops and details of activities build a deeper connection to your story.

DEPTH OF FIELD

1 — Portraits caught in the moment within the subject's environment feels genuine. Shallow depth of field makes the subject your focal point and helps a busy background recede.

2 — When a background is not too busy, more depth of field can bring additional detail into the background without losing your focal point on the subject.

3 — Portraits where backgrounds play less of a role creating context places your primary focus on the subject and their emotion. Even with a simple background, depth of field plays an important role.

Photography
Style Considerations

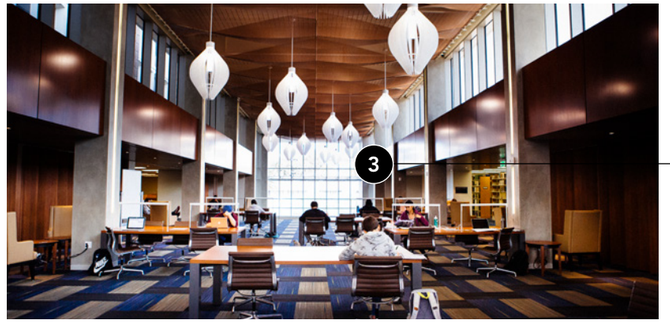
Natural light and photographic composition are key elements that define UCSB imagery. Embracing natural light reinforces the bright, open, and natural environment at UCSB.

Clean and consistent composition also unifies imagery—allowing multiple images to compositionally align with one another within a grid.

NATURAL LIGHT

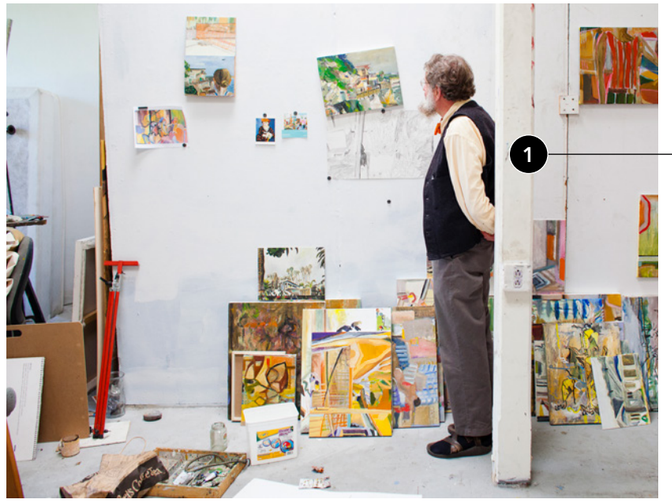
1. The natural light of Santa Barbara gives an immediate sense of environment at UCSB. Embrace natural light whenever possible.

2. A consistent look and authenticity can be achieved by using as much natural light as possible, whether outdoor or indoor.

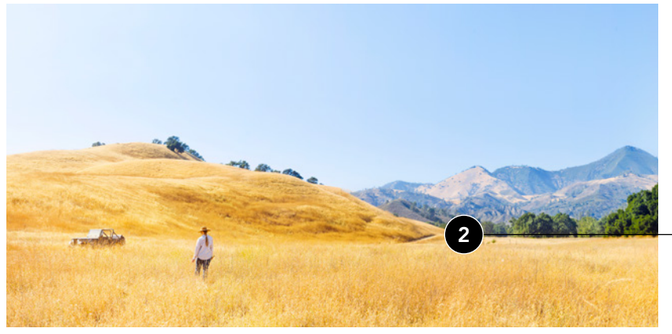


3. In darker indoor environments where artificial light is necessary, try to mimic natural light.

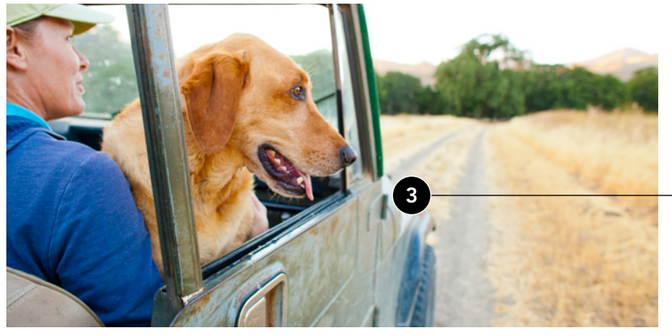
COMPOSITION



1. Clean angles and lines help create stronger consistency in imagery. Aligning architectural elements with the edge of the frame creates symmetry.



2. When shooting outdoors, always aim to keep a leveled horizon line for a cleaner composition.

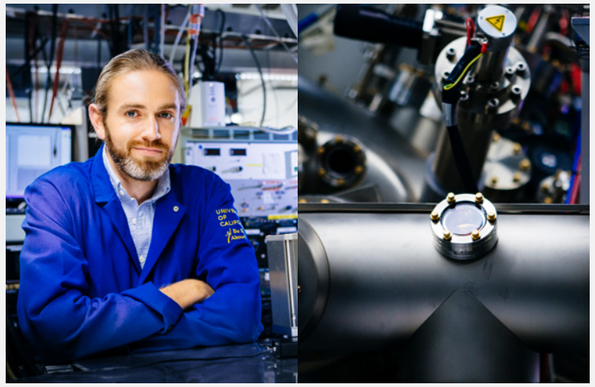


3. Angles and asymmetry help bring a dynamic quality to your composition. Even with angles, aim to keep a level horizon line.

Photography
Photographic Pairings

A library of images with consistent style considerations allow for more flexibility for imagery to work together to tell a greater story.

As shown below, photographic pairings offer more flexibility for dynamic storytelling.



Photography
Incorrect Usage

The impact of our photography is dependent on proper, consistent use. Any changes to the style or composition will change or diminish the important values, ideas, and meanings with which UC Santa Barbara is associated. Alter them, and they can subtly shift perceptions of the institutions they stand for. For this reason, strict adherence to the correct usage and implementation is critical. Below are some examples of incorrect usage.

DO NOT USE IMAGES WITH INAUTHENTIC EMOTION

DO NOT USE IMAGERY WITH EXTREME ANGLES

DO NOT USE OVERLY STYLIZED IMAGERY

DO NOT ADD ARTIFICIAL COLOR EFFECTS

DO NOT USE CLICHÉD METAPHORICAL IMAGERY

DO NOT ADD SPECIAL EFFECTS TO IMAGERY

Visual System
Graphic Expression

UCSB

Fall 2018

Freshman Orientation

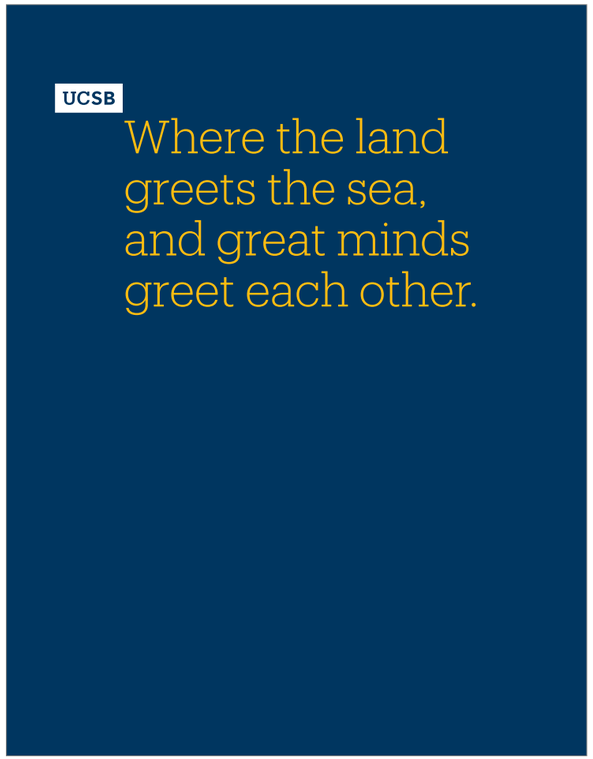
UCSB Orientation Programs and Parent Services designs and implements comprehensive student and parent programs that introduce educational, social, and personal resources to facilitate the success of new students. We focus on innovation, collaborate with UCSB departments, and develop skilled and confident Orientation leaders in order to meet the changing needs of our diverse community.

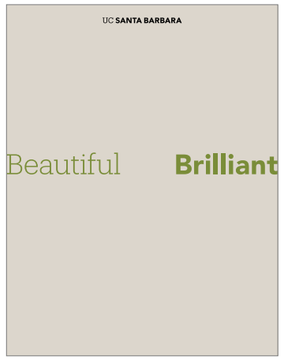
Graphic Expression
Graphic Application

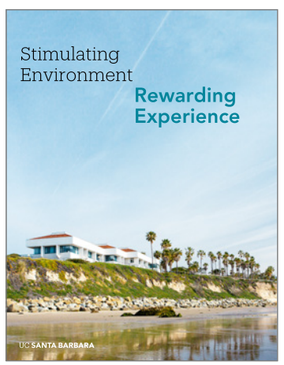
Our graphic expression brings UC Santa Barbara's geographic, academic, and socially rewarding environment to life. Each of our stories is unique, but together they convey the dynamism of UCSB.

A series of graphic expressions have been developed to symbolize and reinforce this unique dynamism. The following pages show how to develop a graphic expression and use it in different layouts.

APPLICATION







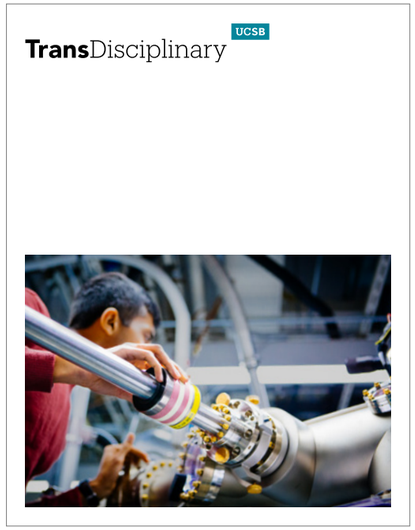
Graphic Expression
Typographic Configurations

Juxtaposing type or the secondary UCSB tab with messaging creates a unique expression that suggests a dynamic point of interaction and engagement.

Similar to the UC Santa Barbara wordmark, the striking contrast between the Produkt and Avenir typeface also reinforces this dynamism.

APPLICATION

EXPRESSION



Dynamic **Environment**

Dynamic
Environment

TransDisciplinary

UCSB

Graphic Expression
Graphic Configuration

The graphic expression can also be extended into a simple shape that runs across a page to offer a break point for content or imagery.

When applying this treatment, use a single color across the page and consider color harmony with imagery when selecting a color.

APPLICATION

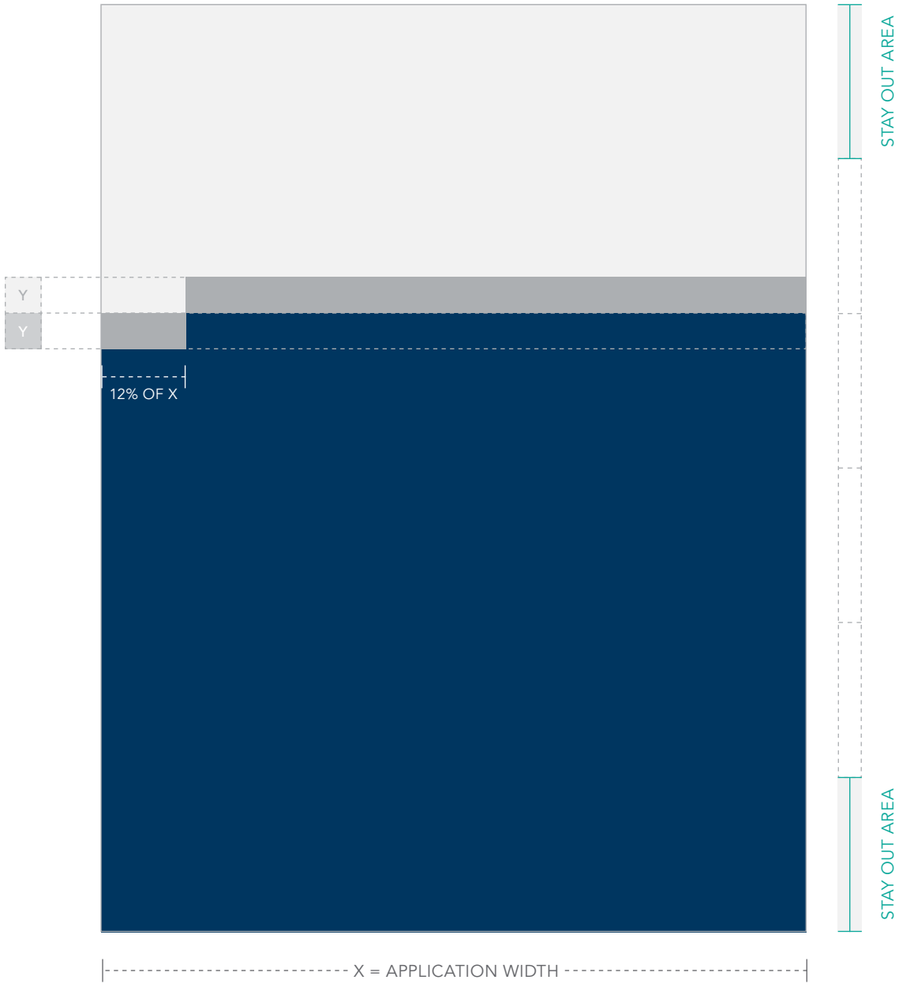
EXPRESSION

Graphic Expression
Construction of Expression

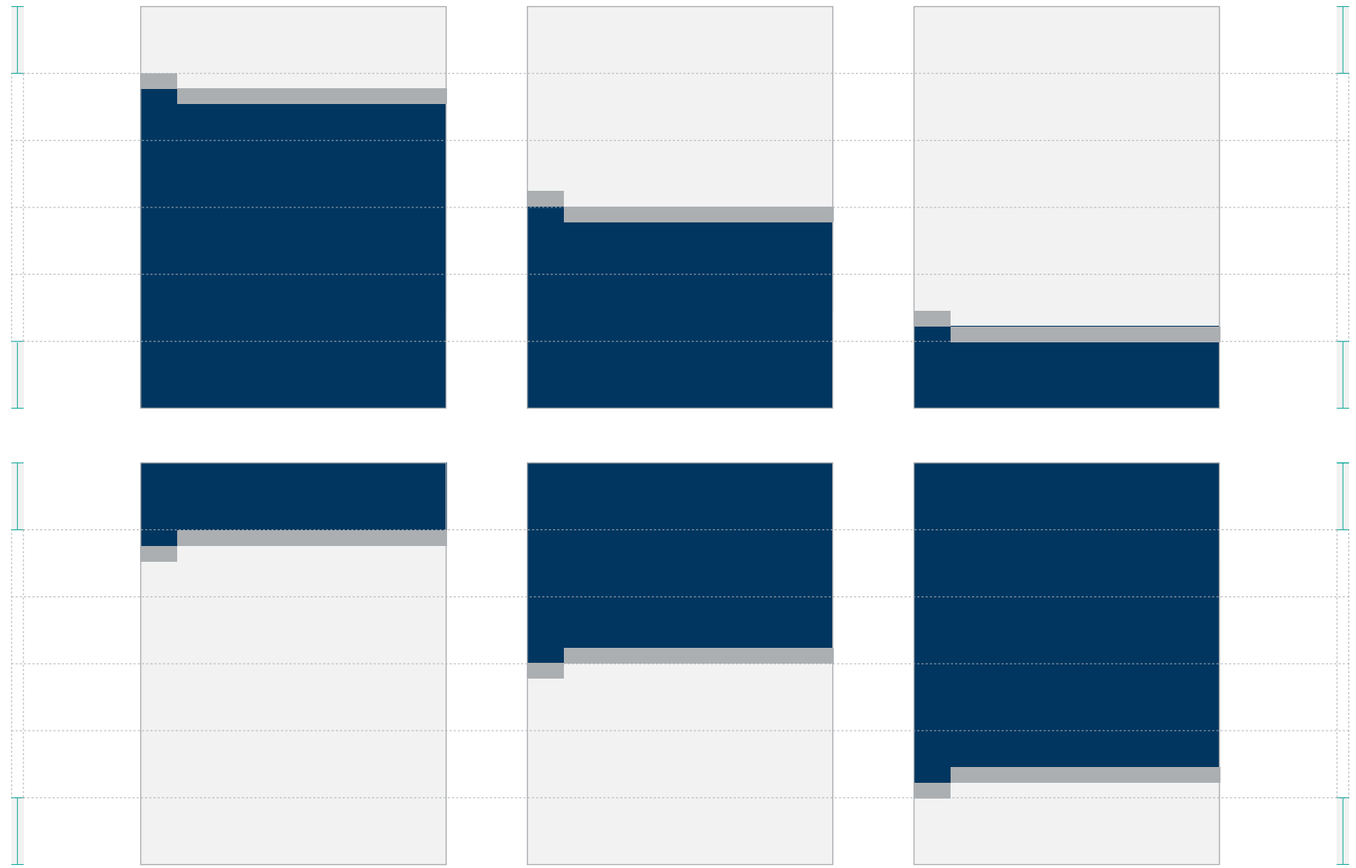
When constructing this expression, begin by building the smaller tab shape. It is recommended to scale the tab shape to 12% of the application width and to keep the same proportions as the secondary UCSB tab. Based on the height of the tab, build the long rectangle that extends the remaining width of the application.

The expression has two orientations and can be used at variable heights. The tab should be positioned along the left edge of the application. This helps communicate the forward progress that UCSB cultivates.

EXPRESSION



VARIATIONS

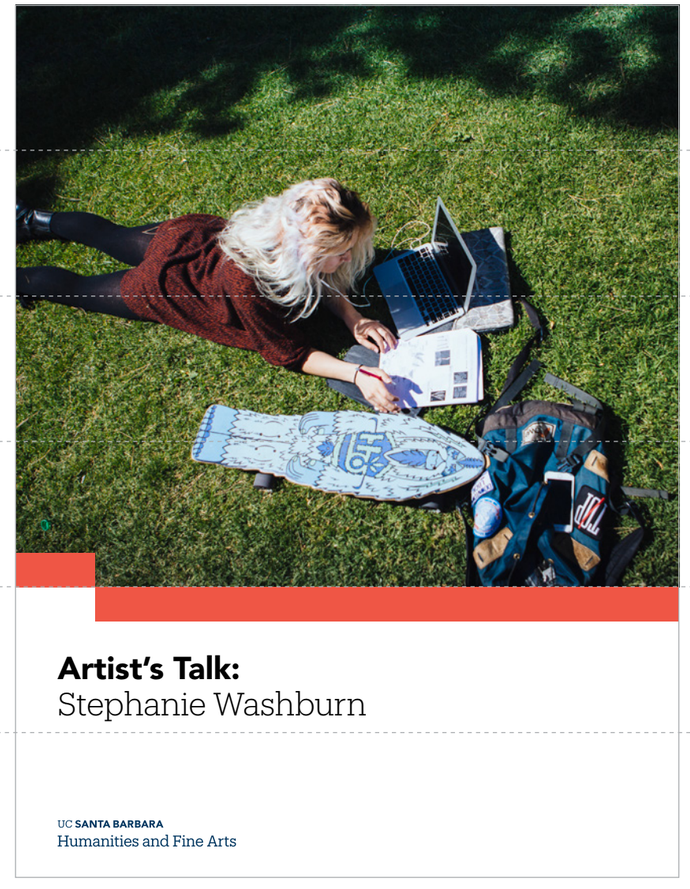


Graphic Expression
Construction of Expression

The expression accommodates various compositions and can be used in conjunction with color, photography, and typography.

The tab shape can exist as either a solid color or the secondary UCSB tab. See page 78 for incorrect use.

APPLICATION

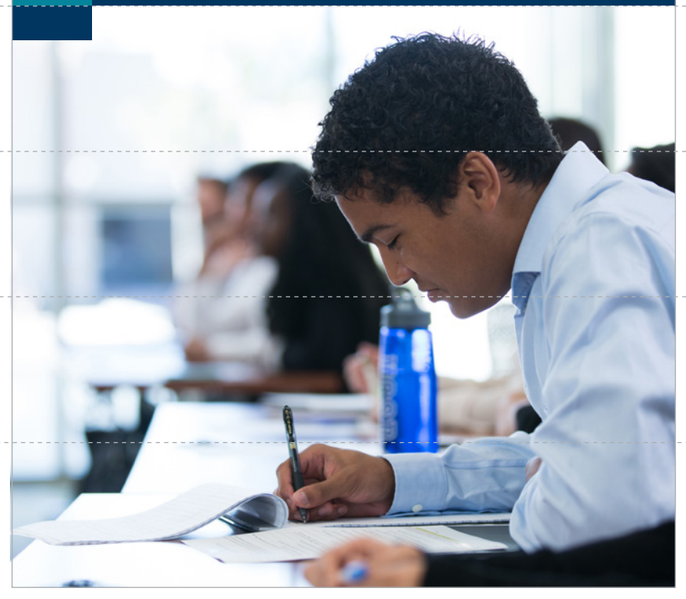


Artist's Talk:
Stephanie Washburn

UC **SANTA BARBARA**
Humanities and Fine Arts

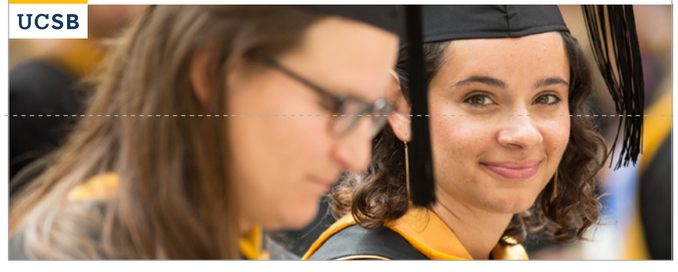
UCSB Viewbook
Fall 2017

UC **SANTA BARBARA**



The Gevirtz School's research and instructional programs are committed to providing the best possible balance between the equally valued goals of equity and excellence in education.

UCSB



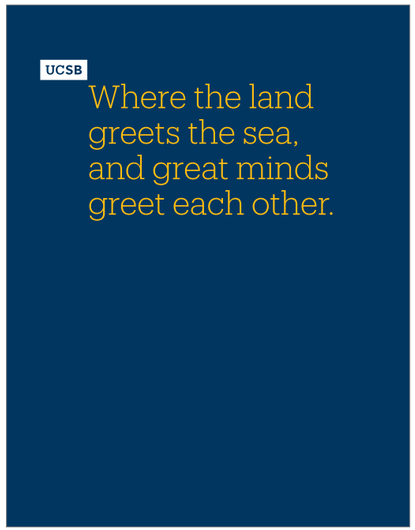
Graphic Expression
Graphic Configuration

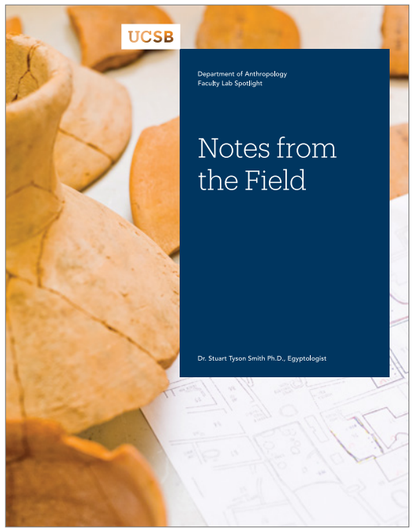
Use the secondary UCSB tab in conjunction with variable rectangular shapes as shown below. Use the variable rectangular shape to contain the message.

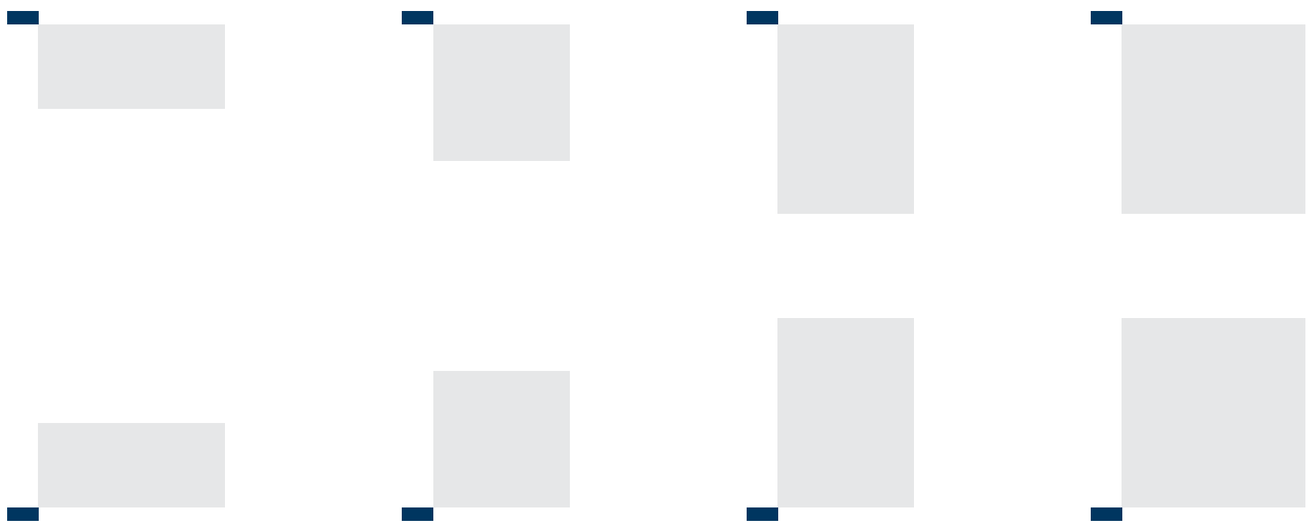
Here, it's possible to use two different colors when associating the tab with rectangle. Consider best practice color pairings when selecting colors.

APPLICATION

EXPRESSION





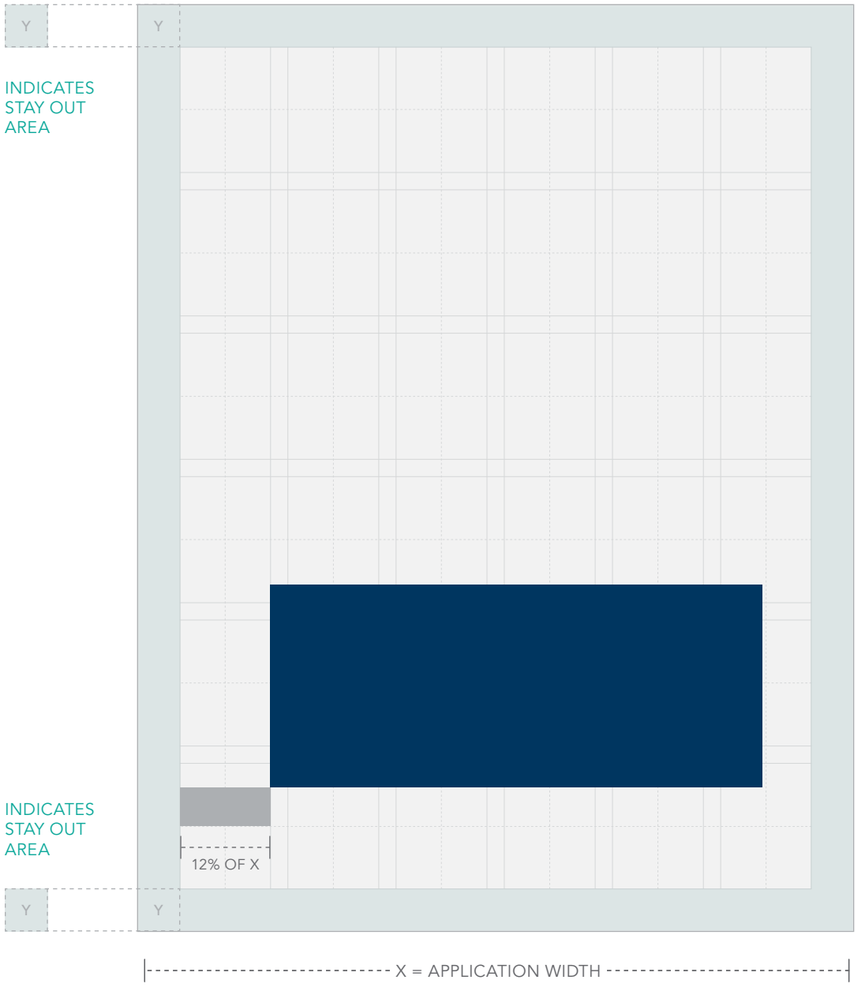


Graphic Expression
Construction of Expression

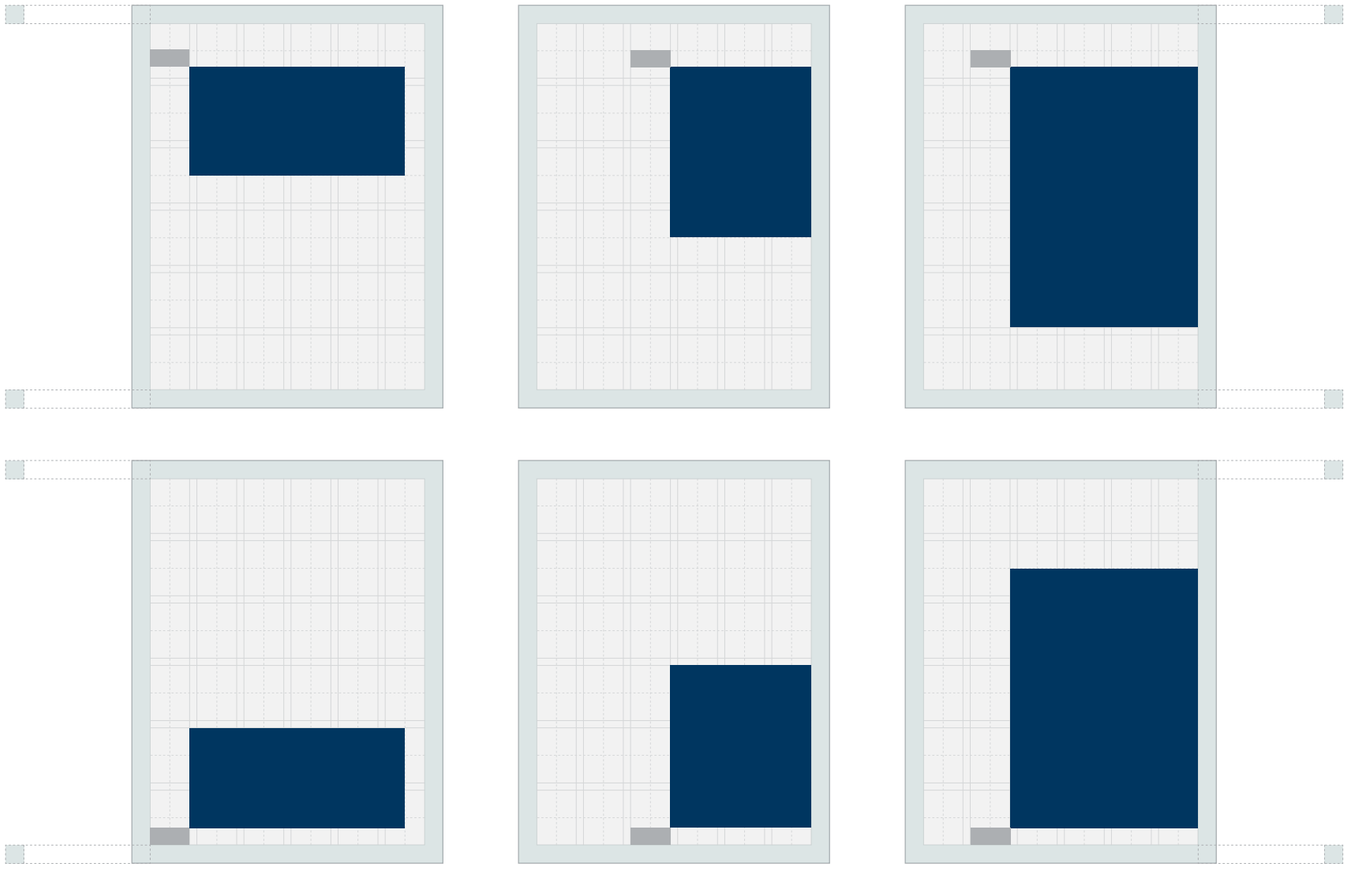
When constructing this expression, begin by building the smaller tab shape. It is recommended to scale the tab shape to 12% of the application width and to keep the same proportions as the secondary UCSB tab.

The variable rectangle can be connected to the corner of the secondary tab as shown below. It is recommended that this expression stay within the appliation margins.

EXPRESSION



VARIATIONS



Graphic Expression
Construction of Expression

The expression accommodates various compositions and can be used in conjunction with color, photography, and typography.

The tab shape can exist as either a solid color or the secondary UCSB tab. See page 78 for incorrect use.

APPLICATION

UC SANTA BARBARA
Undergraduate research
from ocean physics to fine arts, UCSB students have the unique opportunity to collaborate with faculty on original research and creative projects in a wide variety of disciplines.

Graphic Expression
Visual Hierarchy

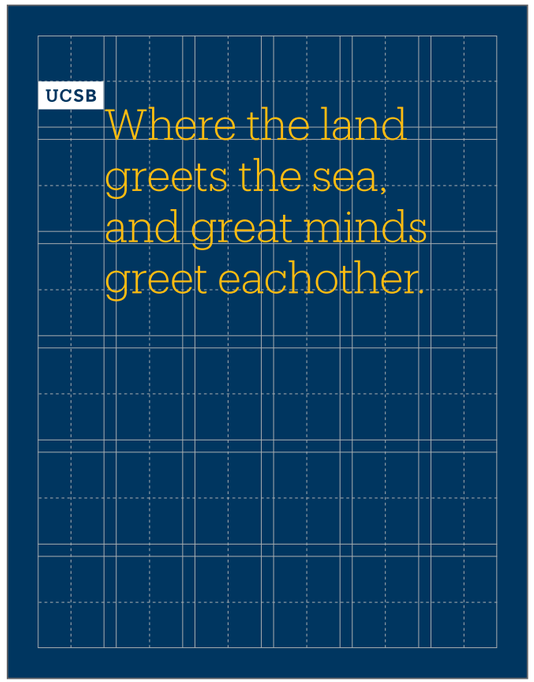
Within the grid, you can choose whether to lead with photography, color, type, graphic expression, or a balance of all elements. Putting more visual emphasis on specific elements can help communicate a desired message. The layouts below show various ways to emphasize photography in conjunction with supportive elements.

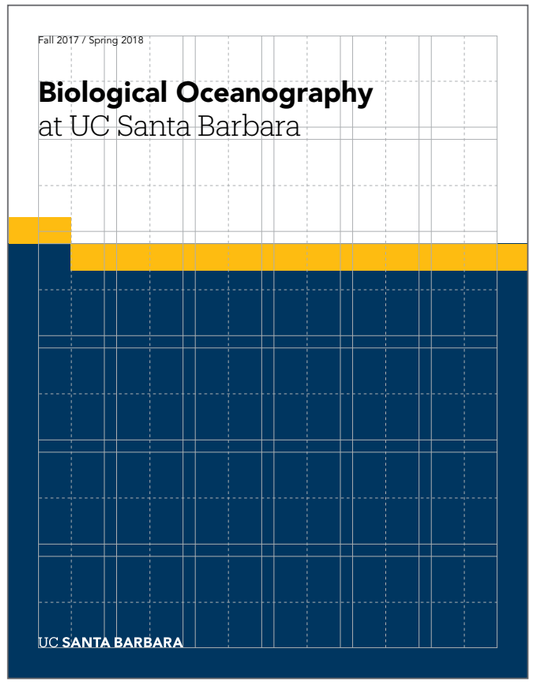
PHOTOGRAPHY LEADS

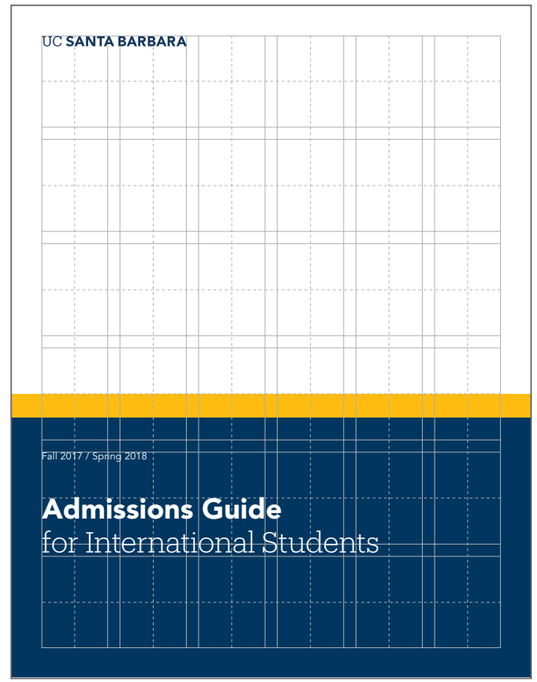
Graphic Expression
Visual Hierarchy

Within the grid, you can choose whether to lead with photography, color, type, graphic expression, or a balance of all elements. Putting more visual emphasis on specific elements can help communicate a desired message. The layouts below show various ways to emphasize color in conjunction with supportive elements.

COLOR LEADS



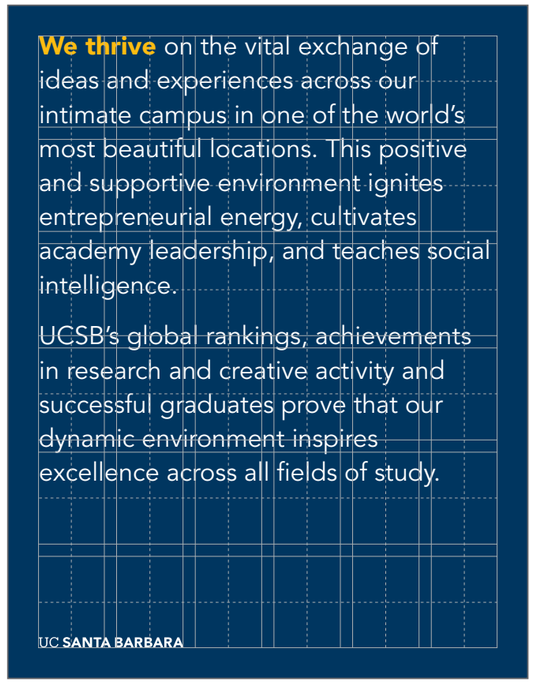


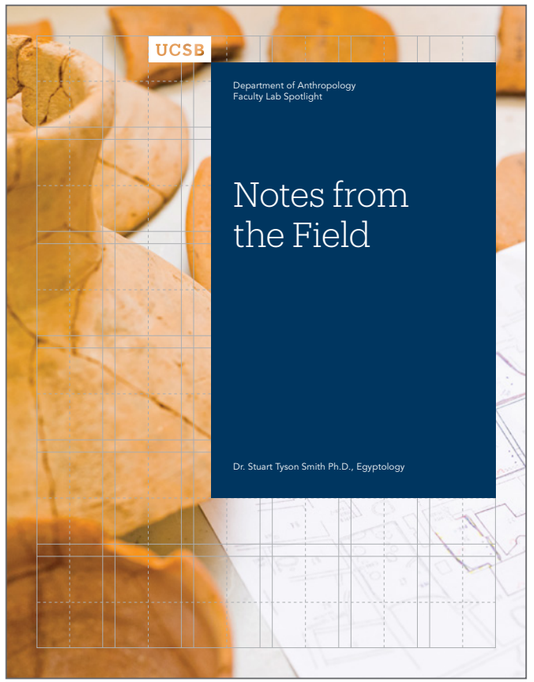


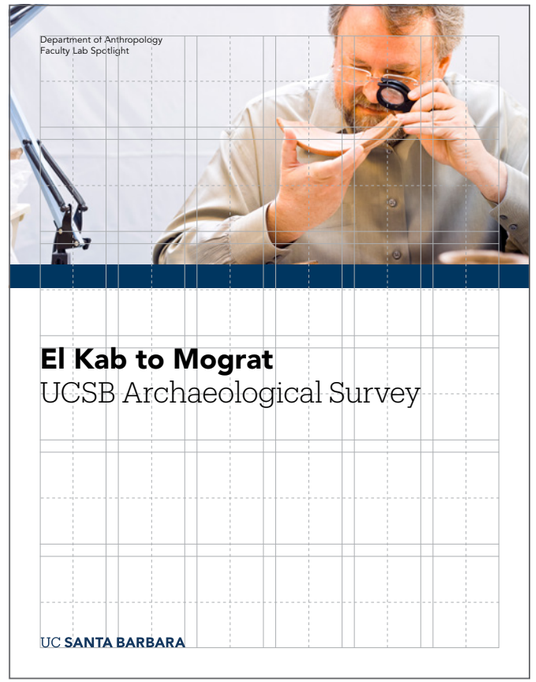
Graphic Expression
Visual Hierarchy

Within the grid, you can choose whether to lead with photography, color, type, graphic expression, or a balance of all elements. Putting more visual emphasis on specific elements can help communicate a desired message. The layouts below show various ways to emphasize typography in conjunction with supportive elements.

TYPOGRAPHY LEADS


We thrive on the vital exchange of ideas and experiences across our intimate campus in one of the world's most beautiful locations. This positive and supportive environment ignites entrepreneurial energy, cultivates academy leadership, and teaches social intelligence.
UCSB's global rankings, achievements in research and creative activity and successful graduates prove that our dynamic environment inspires excellence across all fields of study.
UC SANTA BARBARA



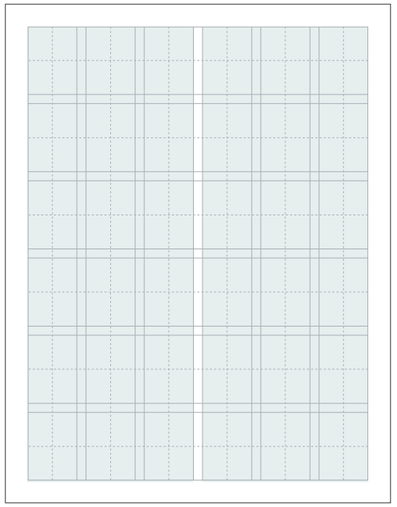


Graphic Expression
Vertical Grid Formation

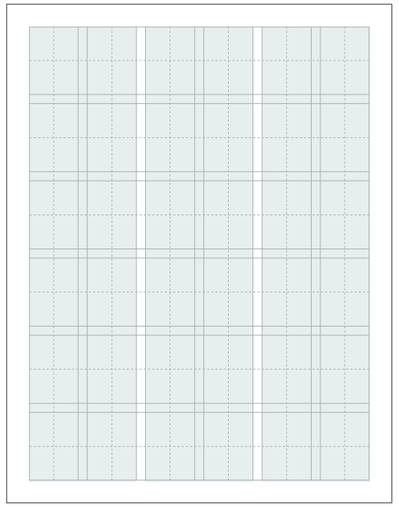
The foundation of all design begins with the grid. When working within an established grid, you have the flexibility to determine how you want to allocate your space while staying consistent.

The anatomy of a six-column / six-row grid is detailed below. Further sub-dividing columns and rows offers more options to create alignment.

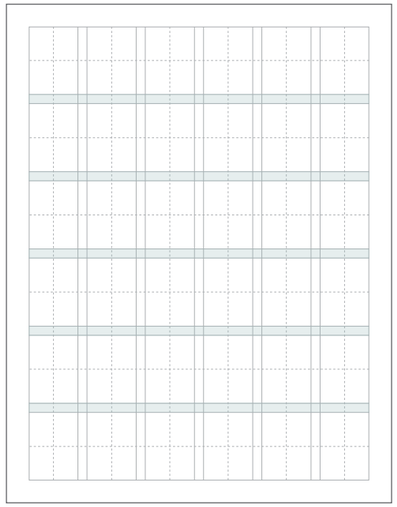
VERTICAL GRID CONSTRUCTION



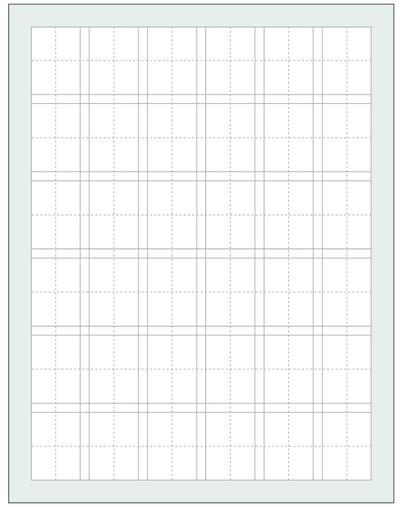
- A 2-column grid is created by dividing the page area in half.
- The decision to use a two- or three-column grid should be driven by content and the purpose of the piece.
- The space between each column is known as a gutter.
- A gutter divides each column to allow ample space between columns of type.



- A 3-column grid is created by dividing the page area in equal thirds.
- The decision to use a two- or three-column grid should be driven by content and the purpose of the piece.
- The space between each column is known as a gutter.
- A gutter divides each column to allow ample space between columns of type.



- Align content, imagery, logo lock-ups, etc. to horizontal gridlines.
- The amount of gridlines used can vary to best suit the desired layout.
- Aligning elements to these gridlines creates an underlying relationship from one element to the next, enhancing the overall unity.
- Further sub-dividing columns and rows offers more options for alignment.



- This highlighted area is known as the margin.
- As a rule of thumb, always avoid placing text and logo lock-ups in the margin.
- Best practices dictate to keep the margin size between a quarter of an inch and half an inch.

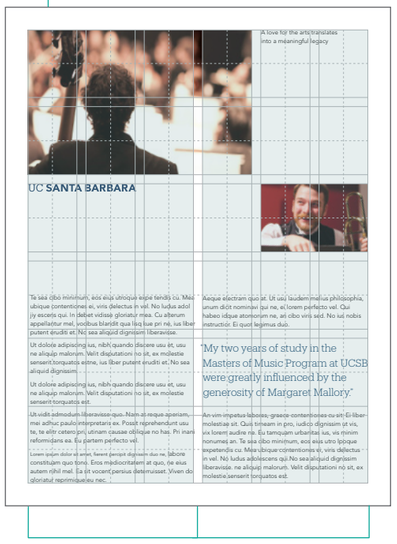
Graphic Expression
Vertical Grid Formation

The foundation of all design begins with the grid. When working within an established grid, you have the flexibility to determine how you want to allocate your space while staying consistent.

The anatomy of a six-column / six-row grid is detailed below. Further sub-dividing columns and rows offers more options to create alignment.

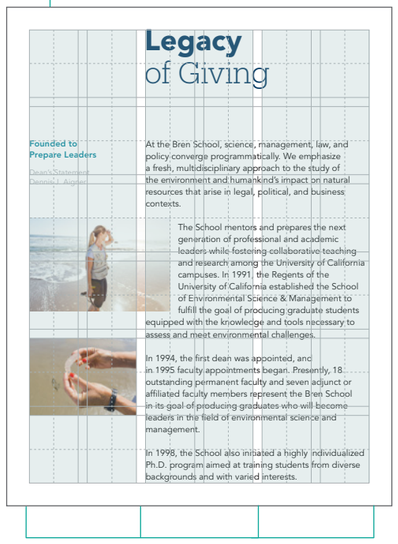
SAMPLE LAYOUTS USING THE GRID

ORGANIZE TYPE WITHIN EACH COLUMN


A love for the arts translates into a meaningful legacy
UC SANTA BARBARA
"My two years of study in the Masters of Music Program at UCSB were greatly influenced by the generosity of Margaret Mallory."

2–COLUMN GRID

ORGANIZE TYPE WITHIN EACH COLUMN


Legacy
of Giving
Founded to Prepare Leaders
At the Bren School, science, management, law, and policy converge programmatically. We emphasize a fresh, multidisciplinary approach to the study of the environment and humankind's impact on natural resources that arise in legal, political, and business contexts.
The School mentors and prepares the next generation of professional and academic leaders while fostering collaborative teaching and research among the University of California campuses. In 1991, the Regents of the University of California established the School of Environmental Science & Management to fulfill the goal of producing graduate students equipped with the knowledge and tools necessary to assess and meet environmental challenges.
In 1994, the first dean was appointed, and in 1995 faculty appointments began. Presently, 18 outstanding permanent faculty and seven adjunct or affiliated faculty members represent the Bren School in its goal of producing graduates who will become leaders in the field of environmental science and management.
In 1998, the School also initiated a highly individualized Ph.D. program aimed at training students from diverse backgrounds and with varied interests.

3–COLUMN GRID

TYPE ALIGNMENT

UC SANTA BARBARA
Derek Gonzalez Ph.D.
UCSB College of Creative Studies
Student focusing on geology, botany, and evolutionary biology.
The Gevirtz School's research and instructional programs are committed to providing the best possible balance between the equally valued goals of equity and excellence in education.

STRENGTHEN VERTICAL MOVEMENT BY ALIGNING BLOCKS OF COPY WITH OTHER ELEMENTS WITHIN DESIGN

MARGIN AREA

NO TEXT SHOULD BE PLACED WITHIN THE MARGIN

Highlighted above are two- and three-column grids. As a general rule, using a grid helps create cleaner and more visually balanced designs.

When building any grid, it is important to create margins and leave white space between elements to give the design ample breathing room. Follow instructions on the following page on how to build grids appropriate for the layout application.

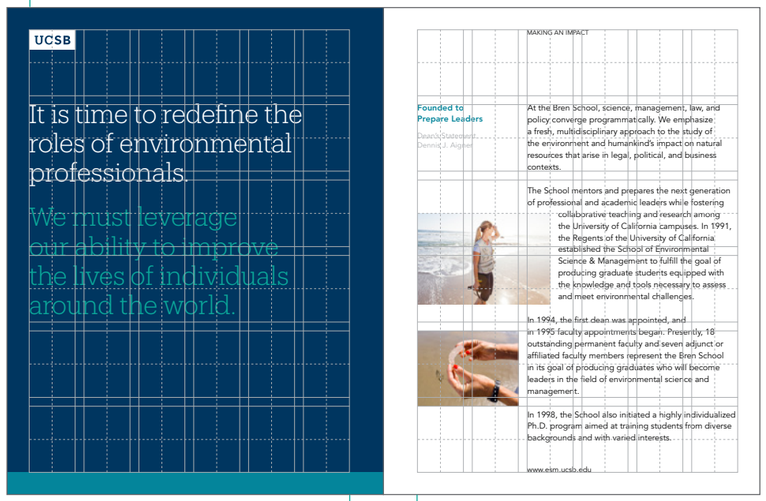
Graphic Expression
Vertical Grid Formation

The foundation of all design begins with the grid. When working within an established grid, you have the flexibility to determine how you want to allocate your space while staying consistent.

Apply all the same fundamentals listed on page 75 when designing for a two page layout (spread), however a wider inside margin is necessary for legibility purposes.

SAMPLE SPREADS USING THE GRID

CONTRAST OF SCALE CREATES A DYNAMIC COMPOSITION


UCSB
It is time to redefine the roles of environmental professionals.
We must leverage our ability to improve the lives of individuals around the world.
MAKING AN IMPACT
Founded to Prepare Leaders
Deans Statement
Dennis J. Aigner
At the Bren School, science, management, law, and policy converge programmatically. We emphasize a fresh, multidisciplinary approach to the study of the environment and humankind's impact on natural resources that arise in legal, political, and business contexts.
The School mentors and prepares the next generation of professional and academic leaders while fostering collaborative teaching and research among the University of California campuses. In 1991, the Regents of the University of California established the School of Environmental Science & Management to fulfill the goal of producing graduate students equipped with the knowledge and tools necessary to assess and meet environmental challenges.
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In 1998, the School also initiated a highly individualized Ph.D. program aimed at training students from diverse backgrounds and with varied interests.
www.esm.ucsb.edu

A WIDER INSIDE MARGIN IMPROVES LEGIBILITY

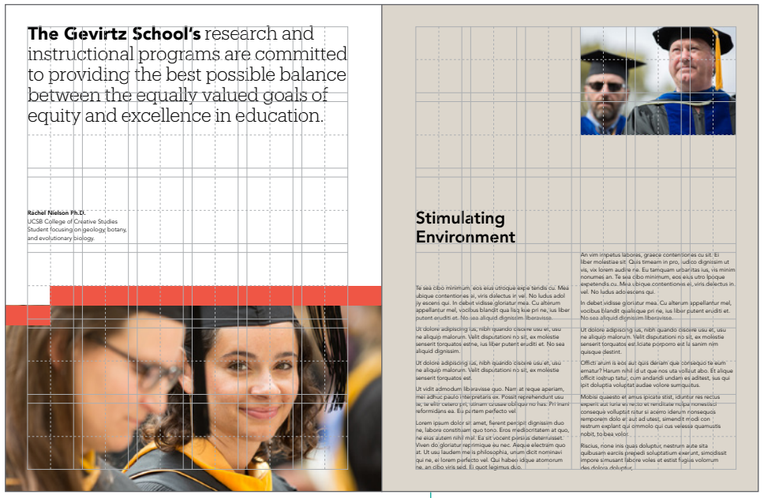

The Gevirtz School's research and instructional programs are committed to providing the best possible balance between the equally valued goals of equity and excellence in education.
Rachel Nielson Ph.D.
UCSB College of Creative Studies
Student focusing on geology, botany, and evolutionary biology.
Stimulating Environment

IMAGE AND TYPE ACTIVATE THE PAGE WHEN ASYMMETRICALLY COMPOSED

PHOTOGRAPHIC COMPOSITION ECHOES GRAPHIC EXPRESSION

Legacy of Giving
"My two years of study in the Masters of Music Program at UCSB were greatly influenced by the generosity of Margaret Mallory."

Highlighted above are two- and three-column grids. As a general rule, using a grid helps create cleaner and more visually balanced designs.

When building any grid, it is important to create margins and leave white space between elements to give the design ample breathing room. Follow instructions on the following page on how to build grids appropriate for the layout application.

Graphic Expression
Incorrect Usage

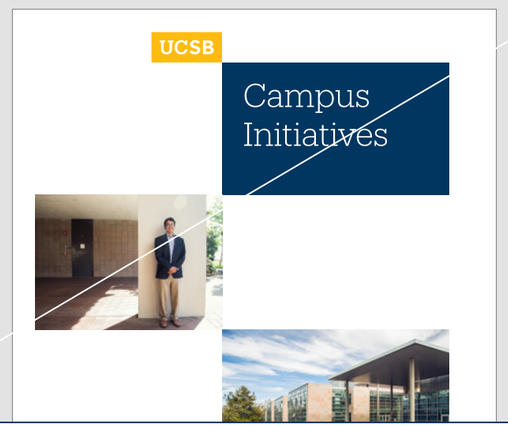
The impact of our graphic expression is dependent on proper, consistent use. Any changes to the style or composition will change or diminish the important values, ideas, and meanings with which UC Santa Barbara is associated. Alter them, and they can subtly shift perceptions of the institutions they stand for. For this reason, strict adherence to the correct usage and implementation is critical. Below are some examples of incorrect usage.

DO NOT ALTER PROPORTIONS

DO NOT CLIP IMAGERY INSIDE EXPRESSION

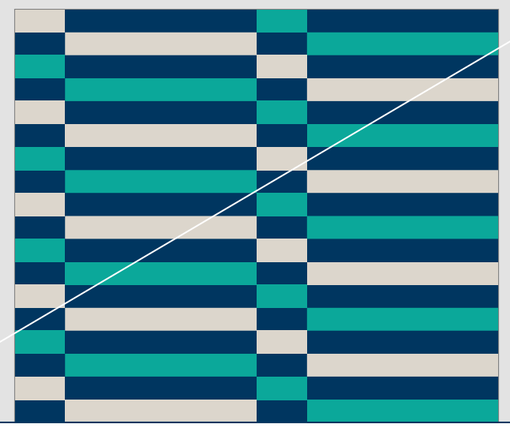
DO NOT ALTER SHAPE OF TAB

DO NOT CONNECT EXTRA SHAPES TO EXPRESSION



DO NOT LAYER IMAGERY

DO NOT CREATE PATTERNS FROM EXPRESSION



Icon and Infographics
Overview

UCSB icons enable users to navigate tasks and ideas with intuition, speed, and ease. Simple and friendly, UCSB's icons work equally well as tools and as expressions of our campus.

Stimulating + Pioneering

Icon and Infographics
Pairing Iconography with Typography

Our palette of icons has been carefully selected to family with both Avenir and Produkt typefaces. Only use icons from the UCSB library of icons to maintain a consistent appearance.

Paired with type, icons can tell many different stories. However you use icons, always keep a good balance of size ratio, alignment, and spacing.

50%
- Female

44%
- Male

6%
- Faculty

An Inspirational Environment

We thrive on the vital exchange of ideas and experiences across our intimate campus in one of the world's most beautiful locations. This positive and supportive environment ignites entrepreneurial energy, cultivates academic leadership, and teaches social intelligence, the vital ability to work productively and effectively with others across diverse fields and perspectives.

Engineering

Access to educational, research and creative opportunities without borders drive powerful achievements and foster a healthy and inclusive community. As a result, our university is recognized worldwide for its scholarship, and our professors and graduates are highly sought after for their intellectual, creative and collaborative skills.

The Institute is committed to increasing energy efficiency in all of its research areas by 50 percent by 2025.

This is essential work that will contribute significantly toward **reducing global carbon emissions.**

Engineering

1,000+ Acres
on the California coast

#8

Public National University

Icon and Infographics
Icon Family

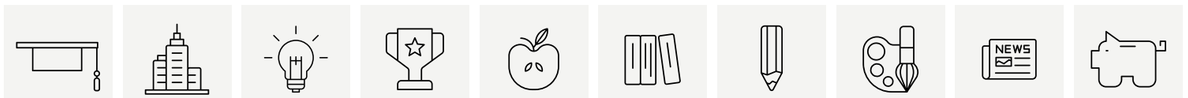
An initial library has been curated for UCSB. Only use icons from the UCSB library of icons to maintain a consistent appearance.

If there is a need of an icon that does not exist within the library, contact our campus communication resource to inquire about creating custom icons.

Icon and Infographics
Sample Icon Groupings

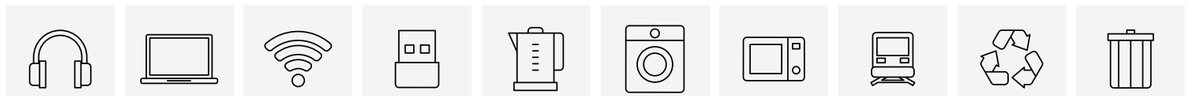
Below are curated icon sub-groups built from the existing icon library. Icons can be used to represent abstract concepts or physical objects. Use icons in both web and print medium to make communication more intuitive.

ACADEMICS



Graduation | Academic Offices | Academic Info | Employment Benefits | Student Life | Library | Academic Tutors | Fine Arts | Campus News | Financial Aid

STUDENT HOUSING



Headphones Only | Computer Lab | Wi-Fi | USB | Coffee | Laundry Room | Microwave | Public Transportation | Recycle | Garbage

CAMPUS LIFE

Campus Life | Bike Lane | Recycle | Electrical Outlets | Movie Night | Hydration | Swimming | Basketball | Volleyball | Intramural Sports

HEALTH & RESEARCH

Research Units | Nurse On-site | Analysis | Paramedic | Patient Information | DNA | Biomaterials | Cyclical Data | National Institutes | Campus Centers

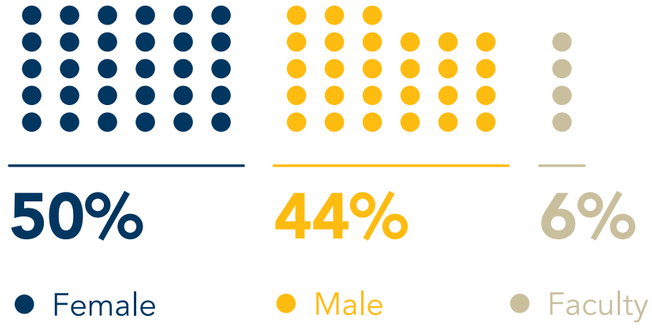
Icon and Infographics
Graphs and Charts

Infographics can communicate complex concepts quickly and clearly, making information easier to comprehend.

Pair the bold numerical palette of Avenir with simple charts and graphs to create a cohesive infographic expression that extends and reinforces the UCSB look and feel.

of freshmen return after first year

of transfers return after first year



4YR median time to graduate

18:1 student to faculty ratio

Visual System
Summary

Visual System
Summary

Visual identity conveys a brand's purpose, values, promise, meaning, and story. The UC Santa Barbara visual system consists of carefully designed and coordinated elements, including logos, type, color, photography, graphic expressions, icons, and more.

When the system is used consistently and each element is applied correctly, our materials not only reflect the UC Santa Barbara brand but also strengthen it.

LOGO

UC **SANTA BARBARA**

UCSB

COLOR PALETTE

TYPOGRAPHY

Avenir is our primary typeface.

Use it for headlines, subheads, quotes, and body copy.

Produkt is our secondary typeface.

Use it for headlines, subheads, and pull quotes.

Diverse
Vibrant
Social
Creative

1,000+ Acres
on the California Coast

1,008
Faculty Members

23,051
Students Enrolled

EXPRESSION

TransDisciplinary UCSB

Dynamic **Environment**

UCSB

Dynamic **Environment**

PHOTOGRAPHY

MAPS AND INFOGRAPHICS

92% of freshmen return after first year

91% of transfers return after first year

\+

Admissions

00 **Introduction**

Opening Statement 2
Table of Contents 4
Purpose of this Guide 5

01 **Campus Story**

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Design Inspiration 8

02 **Visual System**

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Campus Logos 12
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Color 46
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03 **Applications**

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Collateral 91
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Merchandise 94
Environment 95

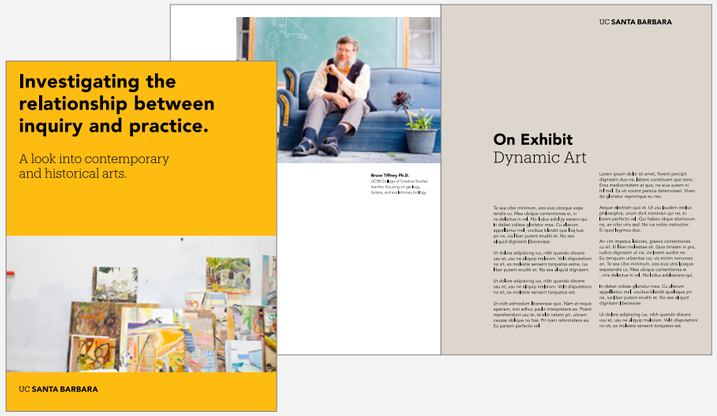
04 **Support**

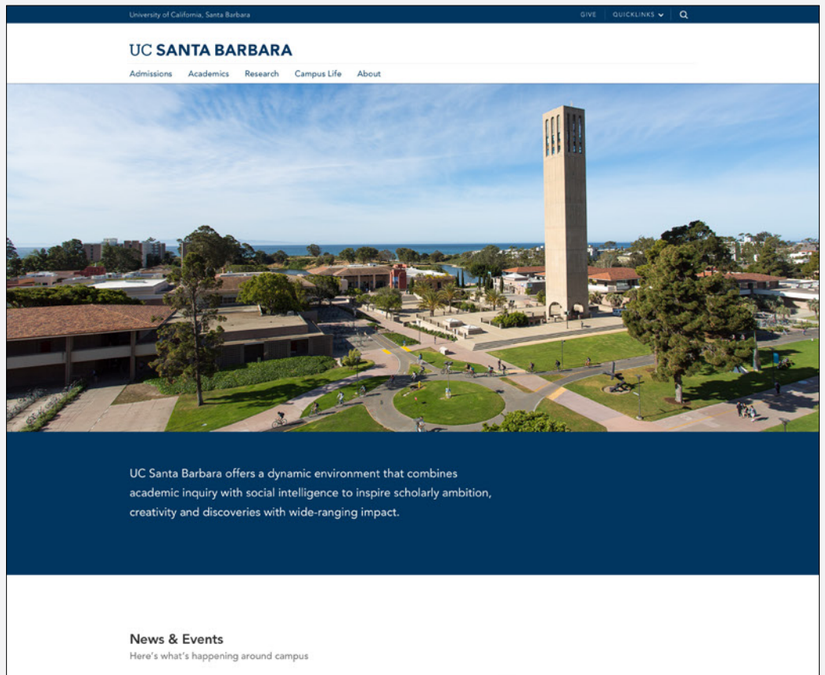
Contact 97

Section 03
Applications

Applications
Overview

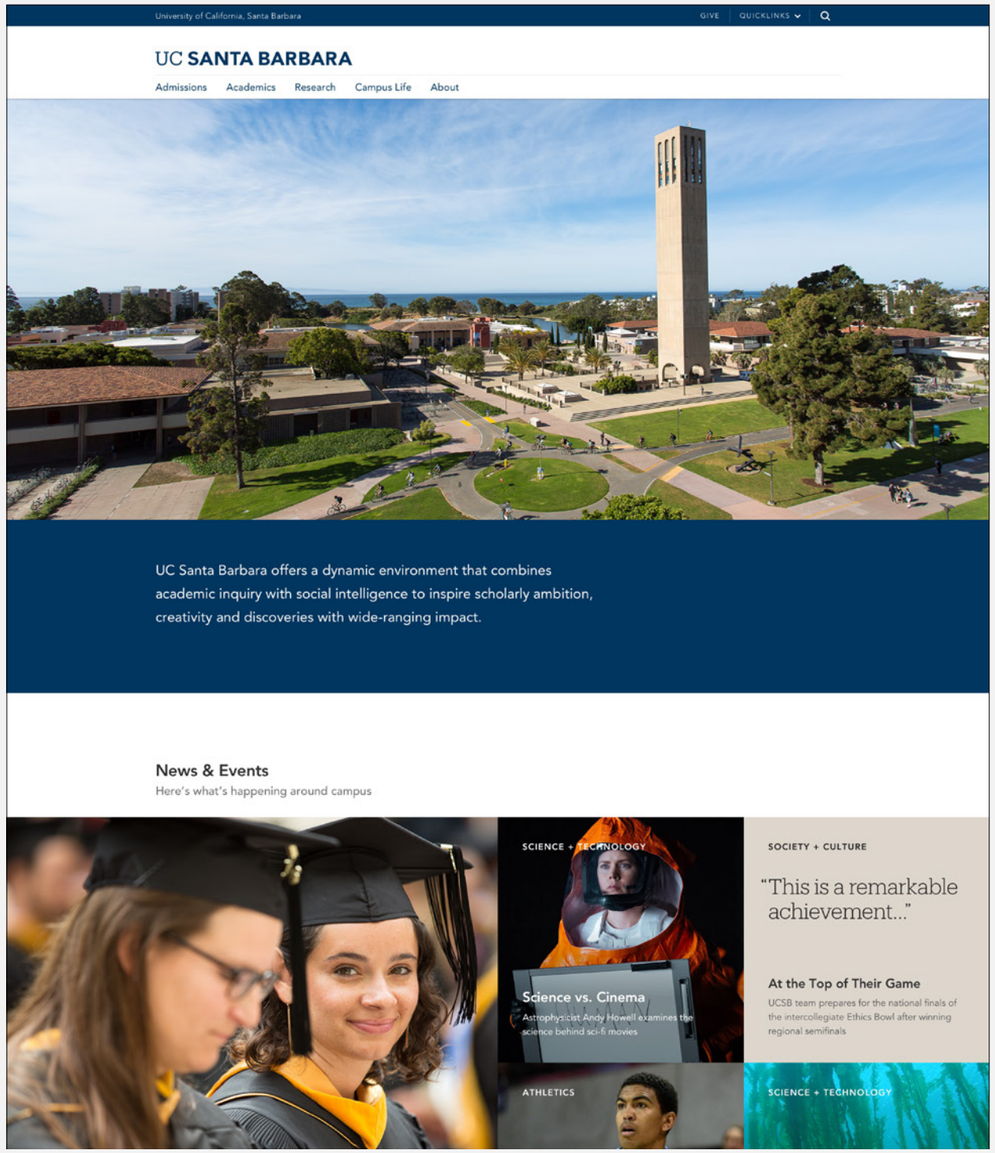
The UC Santa Barbara story truly comes to life when we start applying the visual system – our logos, colors, typography, photography, and graphic expression – to everyday applications. When used together, the individual elements create visual expressions that are both engaging and memorable.


Investigating the relationship between inquiry and practice.
A look into contemporary and historical arts.
UC SANTA BARBARA
UC SANTA BARBARA
On Exhibit
Dynamic Art


University of California, Santa Barbara
GIVE
QUICKLINKS
UC SANTA BARBARA
Admissions
Academics
Research
Campus Life
About
UC Santa Barbara offers a dynamic environment that combines academic inquiry with social intelligence to inspire scholarly ambition, creativity and discoveries with wide-ranging impact.
News & Events
Here's what's happening around campus

Applications
Website

HOMEPAGE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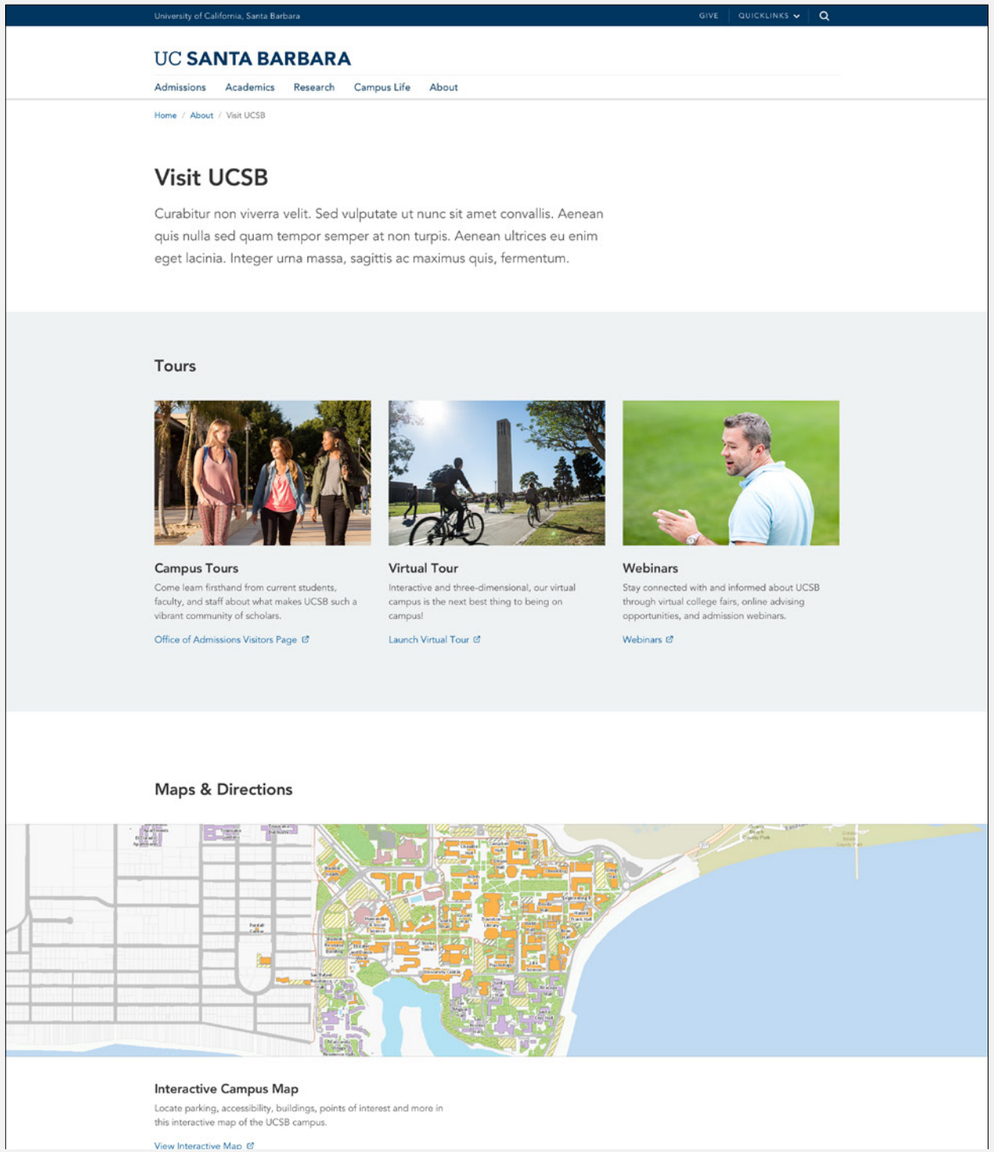
About
UC Santa Barbara offers a dynamic environment that combines academic inquiry with social intelligence to inspire scholarly ambition, creativity and discoveries with wide-ranging impact.
News & Events
Here's what's happening around campus
SCIENCE + TECHNOLOGY
Science vs. Cinema
Astrophysicist Andy Howell examines the science behind sci-fi movies
SOCIETY + CULTURE
"This is a remarkable achievement..."
At the Top of Their Game
UCSB team prepares for the national finals of the intercollegiate Ethics Bowl after winning regional semifinals
ATHLETICS
SCIENCE + TECHNOLOGY

SUBSIDIARY PAGE

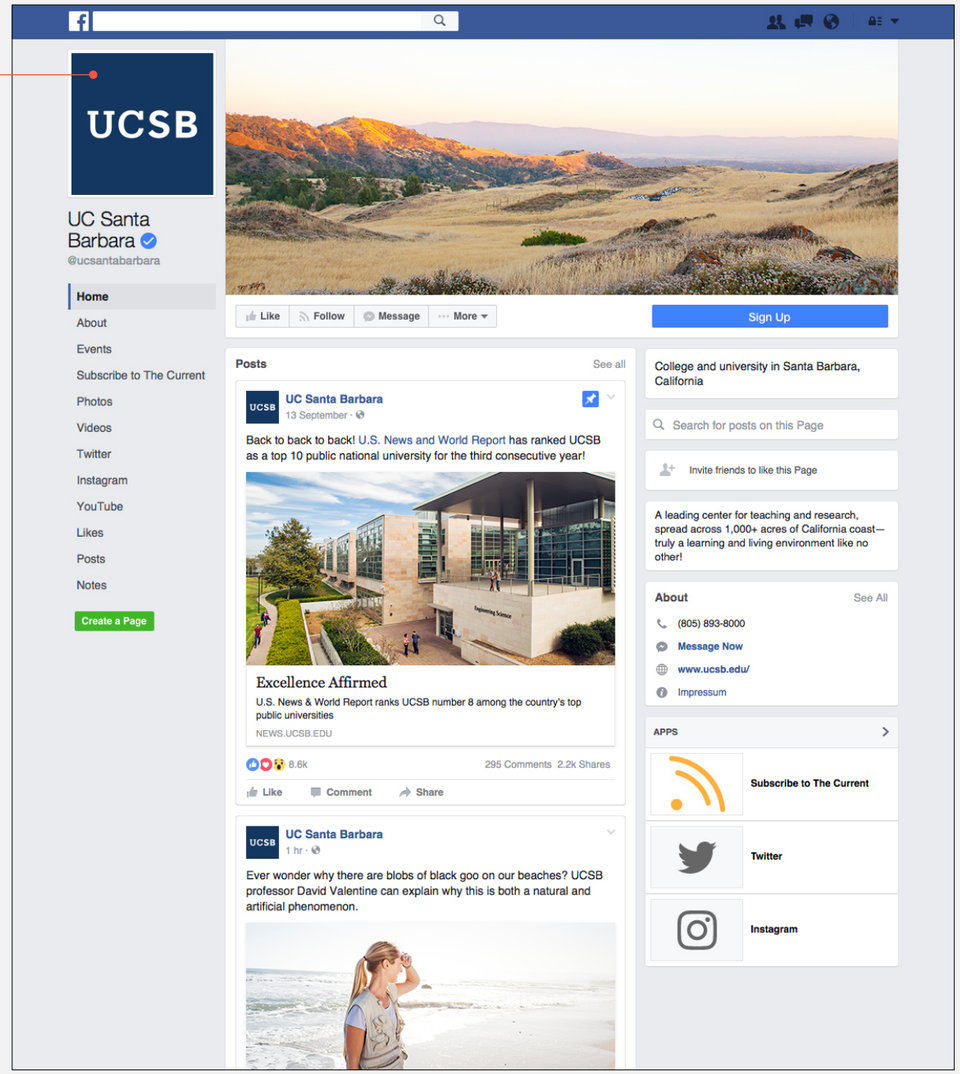

University of California, Santa Barbara
GIVE
QUICKLINKS
UC SANTA BARBARA
Admissions
Academics
Research
Campus Life
About
Home / About / Visit UCSB
Visit UCSB
Curabitur non viverra velit. Sed vulputate ut nunc sit amet convallis. Aenean quis nulla sed quam tempor semper at non turpis. Aenean ultrices eu enim eget lacinia. Integer urna massa, sagittis ac maximus quis, fermentum.
Tours
Campus Tours
Come learn firsthand from current students, faculty, and staff about what makes UCSB such a vibrant community of scholars.
Office of Admissions Visitors Page
Virtual Tour
Interactive and three-dimensional, our virtual campus is the next best thing to being on campus!
Launch Virtual Tour
Webinars
Stay connected with and informed about UCSB through virtual college fairs, online advising opportunities, and admission webinars.
Webinars
Maps & Directions
Interactive Campus Map
Locate parking, accessibility, buildings, points of interest and more in this interactive map of the UCSB campus.
View Interactive Map

Applications
Social Media — Avatar

Note: This use of the UCSB acronym within a social media avatar is outside of the recommended guidelines for the secondary UCSB tab. If there are specific areas that require a similar treatment, please contact brand@ucsb.edu.

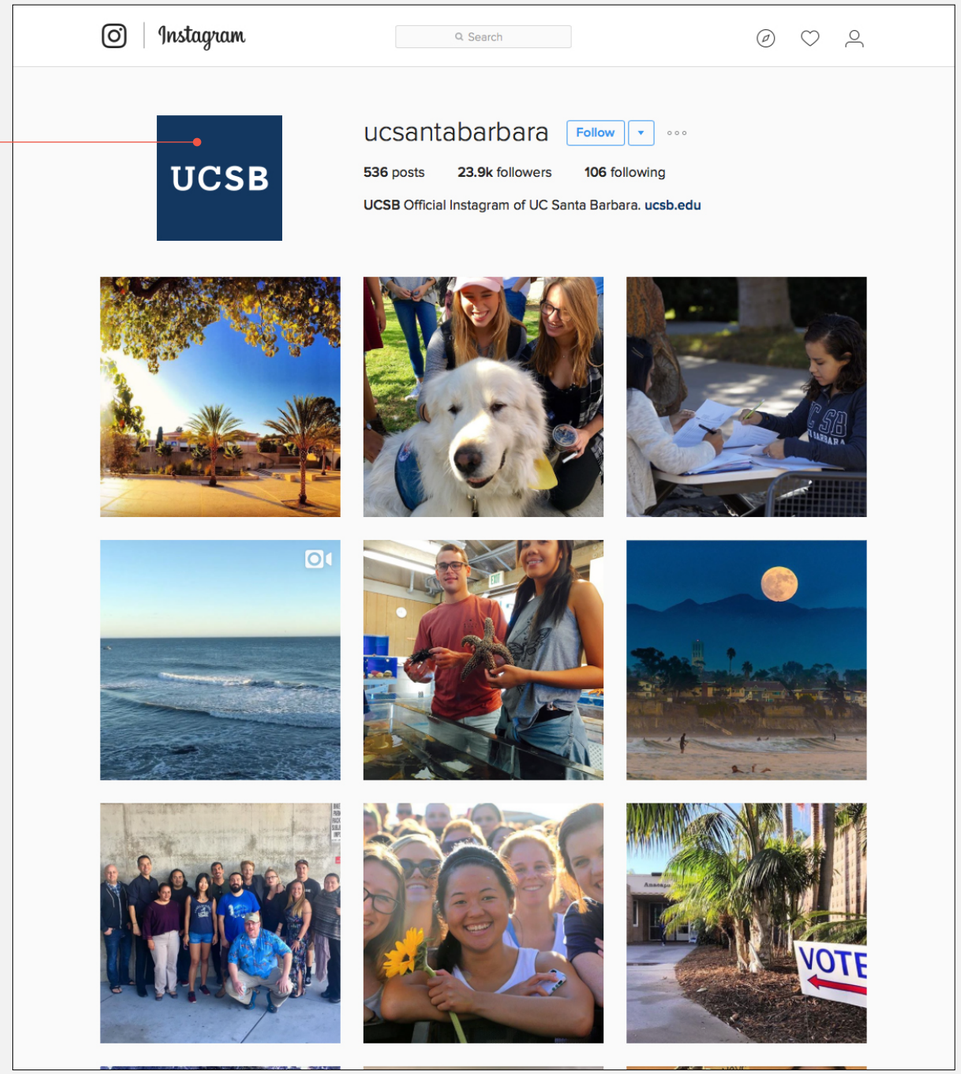
FACEBOOK

See Note

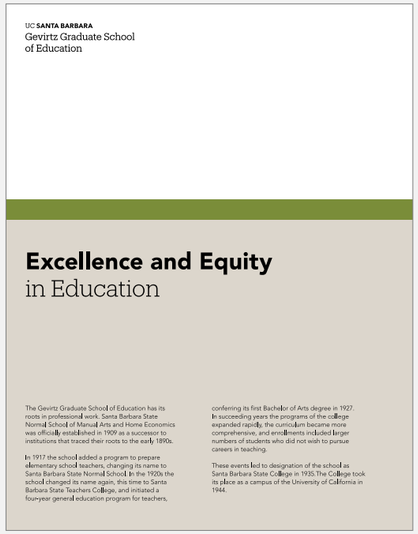


INSTAGRAM

See Note



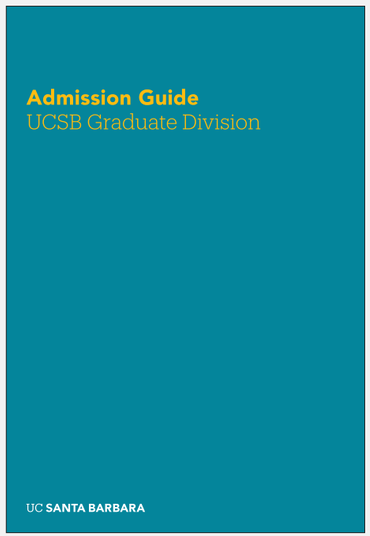
Applications
Collateral

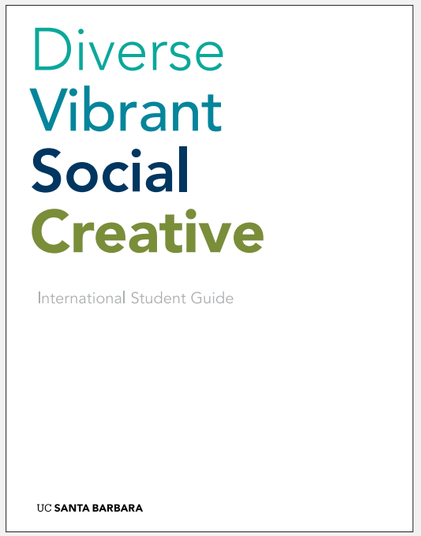

UC SANTA BARBARA
Gevirtz Graduate School
of Education
Excellence and Equity
in Education
The Gevirtz Graduate School of Education has its roots in professional work. Santa Barbara State Normal School of Manual Arts and Home Economics was officially established in 1909 as a successor to institutions that traced their roots to the early 1890s.
In 1917 the school added a program to prepare elementary school teachers, changing its name to Santa Barbara State Normal School. In the 1920s the school changed its name again, this time to Santa Barbara State Teachers College, and initiated a four-year general education program for teachers, conferring its first Bachelor of Arts degree in 1927. In succeeding years the programs of the college expanded rapidly, the curriculum became more comprehensive, and enrollments included larger numbers of students who did not wish to pursue careers in teaching.
These events led to designation of the school as Santa Barbara State College in 1935. The College took its place as a campus of the University of California in 1944.

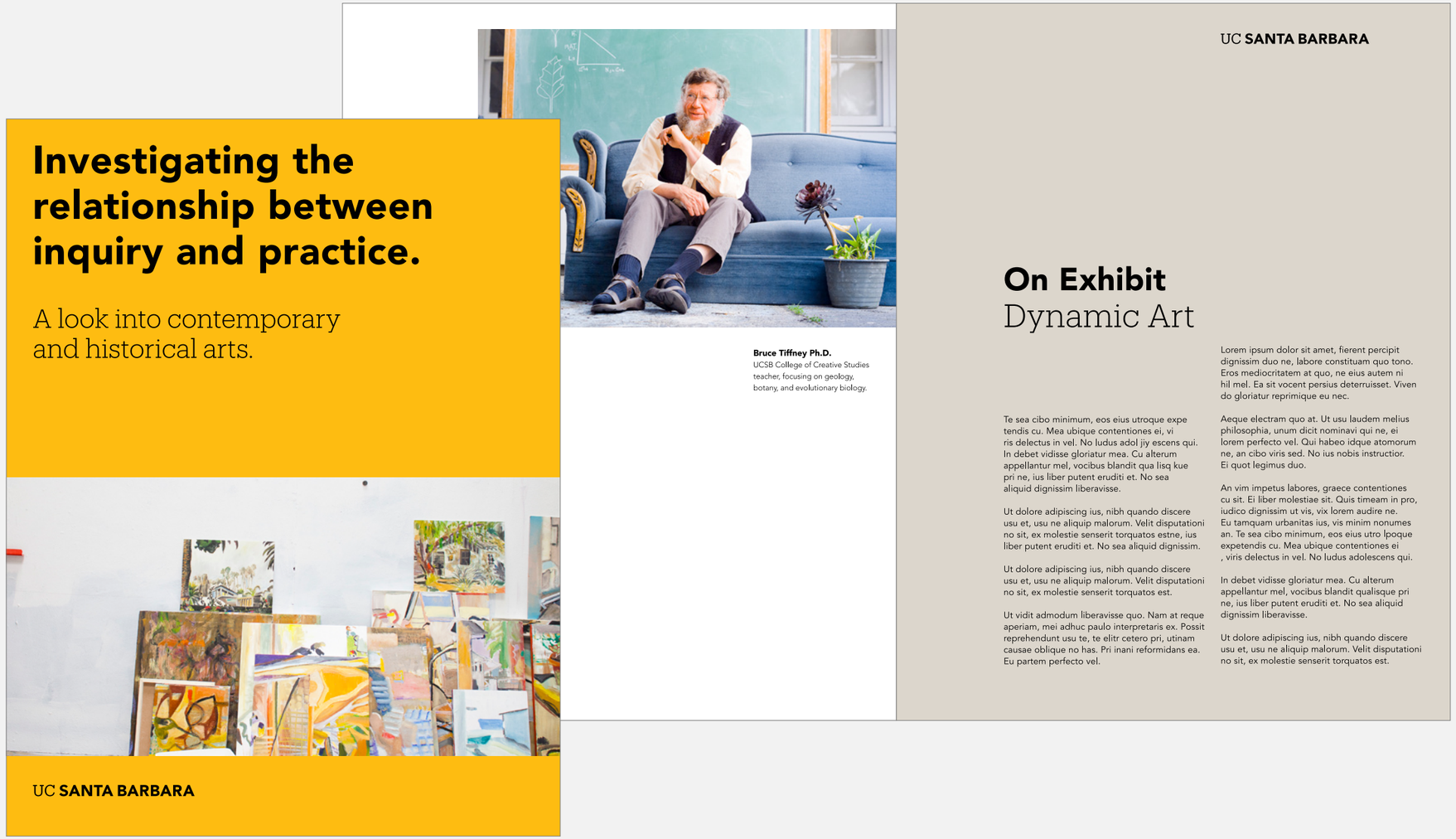
UC SANTA BARBARA
Gevirtz Graduate School
of Education
The Gevirtz School's research and instructional programs are committed to providing the best possible balance between the equally valued goals of equity and excellence in education.

UC SANTA BARBARA
Division of Student Affairs
Bike Repair Stations
Available 24/7
UC Santa Barbara has made two-wheeling around campus even easier for its population of bicycle-riding students, faculty, and staff. Thanks to funding provided by the UCSB Department of Housing, four bicycle repair stations were recently installed on campus.

Health & Wellness
Dog Therapy Day
UCSB's Health & Wellness never fails to provide stress relief to frazzled students preparing for finals during Dead Week. That stress relief is in the form of cuddly and furry four-legged friends from the nonprofit organization Love on a Leash: The Foundation for Pet-Provided Therapy.
UC SANTA BARBARA
Division of Student Affairs






Investigating the relationship between inquiry and practice.
A look into contemporary and historical arts.
UC SANTA BARBARA
Bruce Tiffney Ph.D.
UCSB College of Creative Studies teacher, focusing on geology, botany, and evolutionary biology.
UC SANTA BARBARA
On Exhibit
Dynamic Art
Lorem ipsum dolor sit amet, fierent percipit dignissim duo ne, labore constituam quo tono. Eros mediocritatem at quo, ne eius autem ni hil mel. Ea sit vocent persius deterruisset. Viven do gloriatur reprimique eu nec.
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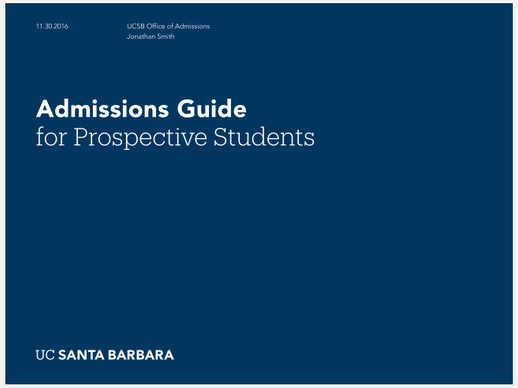
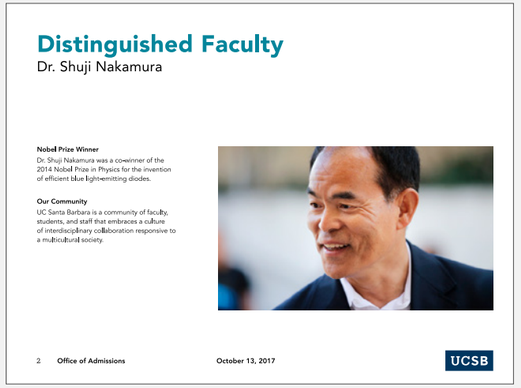
Applications
PowerPoint

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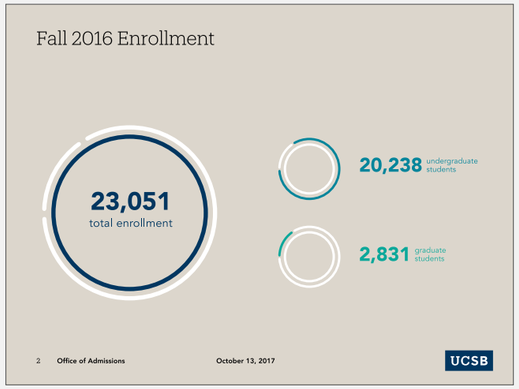

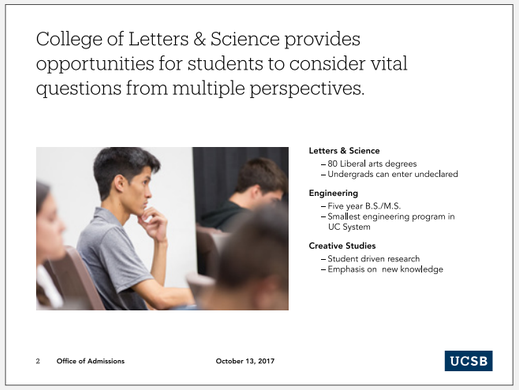
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Applications
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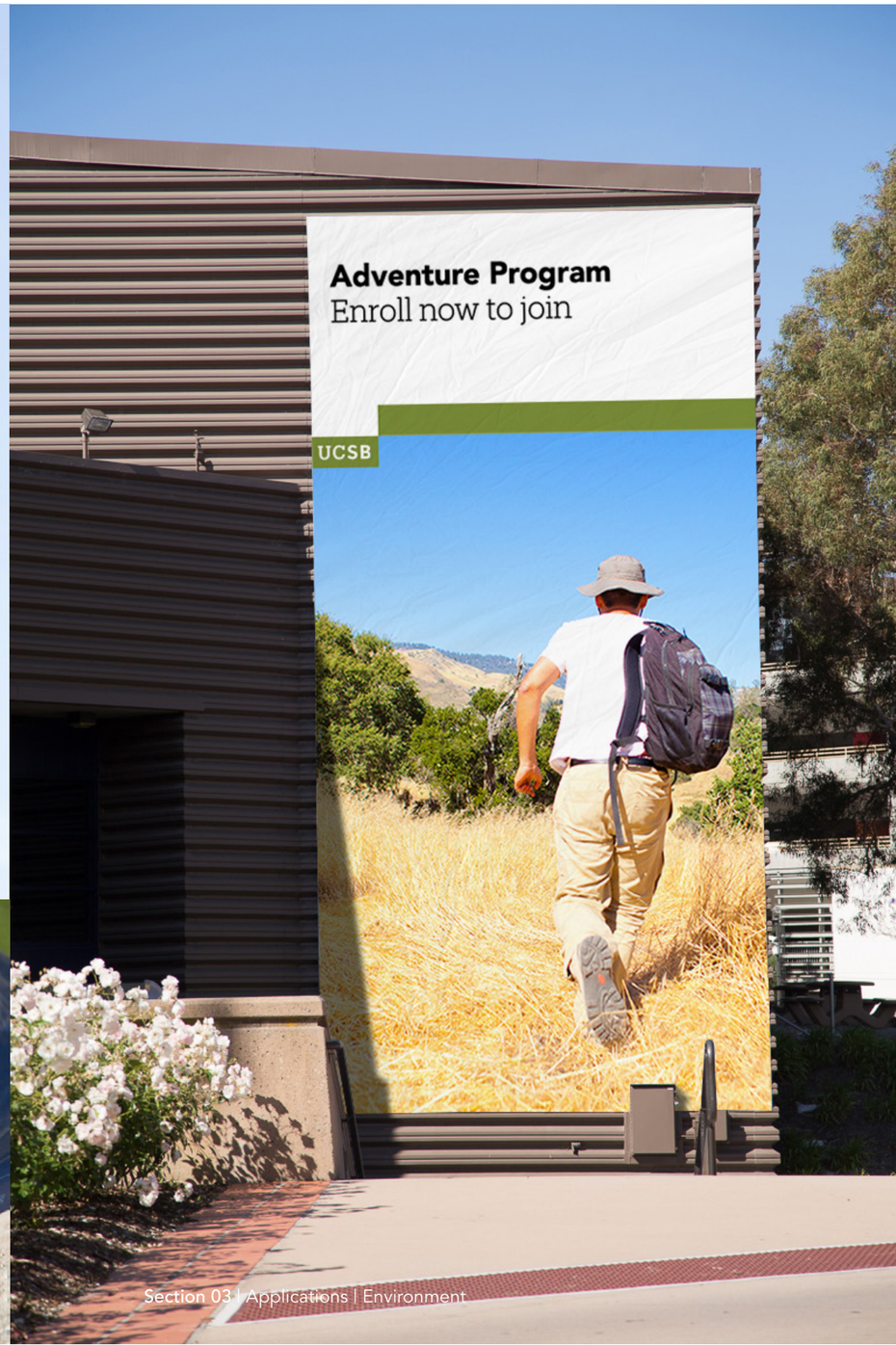

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